

# TRADE MARKS & SYMBOLS

VOLUME 2: Symbolical Designs

YASABURO KUWAYAMA





# **TRADE MARKS & SYMBOLS**

## **VOLUME 2: Symbolical Designs**

A comprehensive, profusely illustrated guide to more than 1,500 trademarks from all over the world.

The trademark designs in this volume are based on symbolical designs.

To make the book easy to use it has three indexes:

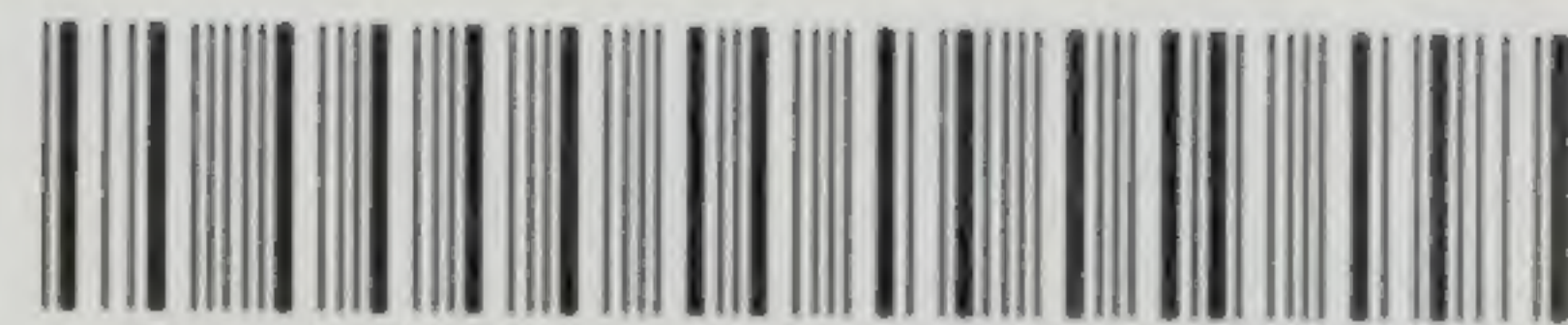
1. Index of names of companies represented.
2. Index of type of industry, business, product, or service.
3. Index of designers.

The following categories are included:

Human Figures / Faces / Eyes /  
Hands / Beasts / Birds / Fish /  
Insects / Flowers / Trees / Houses /  
Conveyances / Tools / Heavenly  
Bodies / Minerals / Circles / Rec-  
tangles / Triangles / Polygons /  
Curves / Arrows / Figures / Signs /  
Japanese Characters.



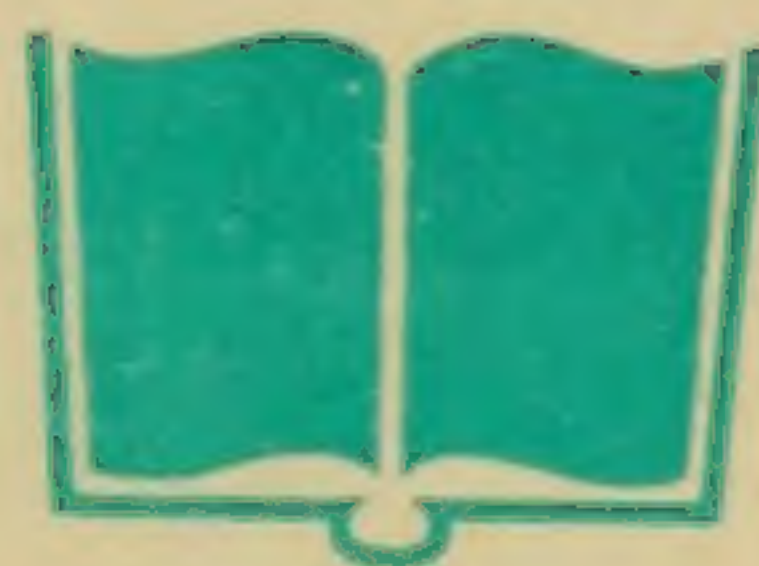
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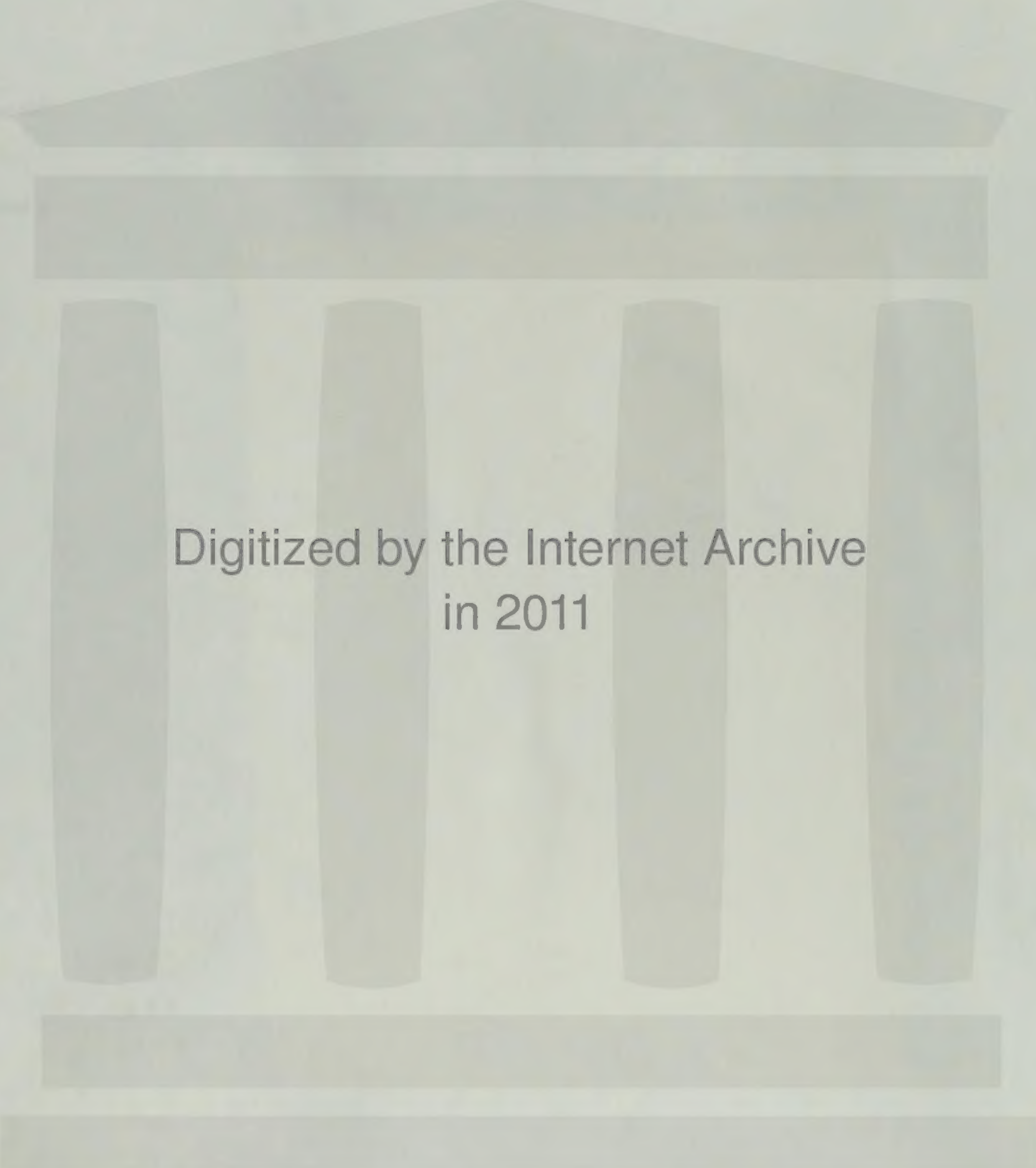
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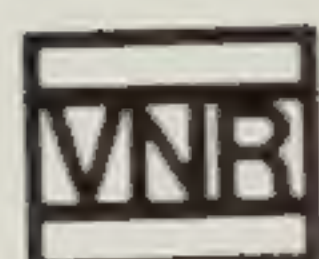
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# TRADEMARKS & SYMBOLS

VOLUME 2: Symbolical Designs

By Yasaburo Kuwayama



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NEW YORK CINCINNATI TORONTO LONDON MELBOURNE



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Volume 2

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Van Nostrand Reinhold Company







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## Trademarks change with the times

Coca-Cola's recent changeover from the familiar round trademark to an square one was an event which was widely, noticed not only among designers but by the general public as well. Just as the popularity of styles, words, and many other aspects of culture waxes and wanes, there are many instances when a trademark loses its freshness and appeal with the passage of time. Preferences and attitudes gradually change; enterprises

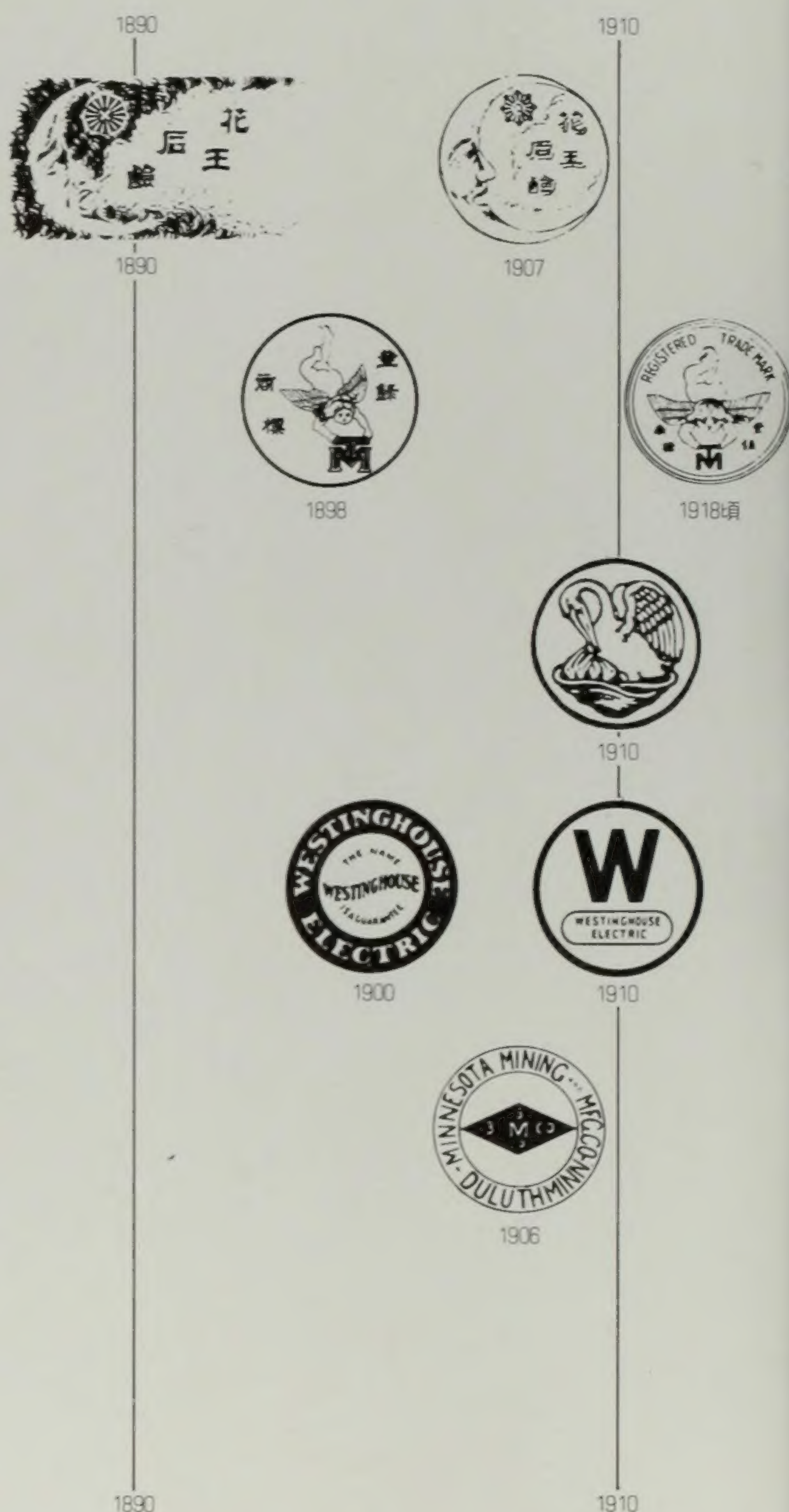
change; the media through which the trademark is used also change in keeping with social change and technological progress. Thus, trademarks too, if used over a long period of time, often must change. Some corporations have made a number of minor changes from time to time, while others have drastically revamped their trademarks, thereby necessitating a vigorous publicity campaign.

1870  
Examples of trademarks which have been drastically altered or replaced by entirely different trademarks.

Kyowa Bank (Japan)  
Yamagiwa Electric (Japan)  
U.S. National Park Service  
Urbino City  
Felix Gloria Manufacturing Co.



1870



1890

1910



There are many Japanese enterprises which have changed their trademarks little by little over the years, such as Kao Soap whose man in the moon has grown younger from the 1890s to the present day, and Morinaga Dairy Products, which has retained its cherub with little change but has cleaned up and modernized the over-all design

In the United States, Westinghouse and 3M have changed their trademarks about

every ten or fifteen years. The tendency to effect a change in corporate image by completely changing the trademark is relatively common among younger corporations such as Kyowa Bank and Yamagiwa Electric in Japan. Examples of complete changes made in the United States are represented by the trademark used by Pan American and the service mark used by the National Park Service





## Similarity among trademarks

Problems of similarity of trademarks used by different companies arise fairly often. When a new trademark is announced to the public and is then found to resemble an existing one used by a different company, the public - and the company which may suspect that its own design has been copied - react immediately. Similarities between the Osaka EXPO '72 mark and a design published in an American book were brought to the public eye in 1966 (Asahi newspaper, September 29), and suspicion that the snowflake motif in the Sapporo Olympics mark was taken from a family crest named "First snow" was similarly published in the Japanese press (Asahi newspaper, October 10, 1966). This is one manifestation of the high public interest in marks.

There are many instances when similarity results from the need to keep marks simple especially when letters of the alphabet are used as the basic motif. If a design which resembles an existing one is placed in use and the designer is accused of plagiarism, it may not be his fault at all, but he may be unable to fully clear his name. If all marks made in all countries were registered at one central place, this, of course, could not happen. Large companies, active in foreign countries, must take special pains to ensure that a new trademark which they plan to use does not resemble one in use abroad.

Similarities in trademarks are looked upon as either of three types, according to Japanese law: those which have a similar appearance, those which have a similar arrangement of letters (including a similar pronunciation of those letters), and those which are similar in concept. In the latter case, one example would be a trademark consisting of the word "Oriental" and a trademark which said, but in Sino-Japanese characters, the equivalent translation of "Oriental".

Judging whether a trademark is too similar to a previously existing one is extremely difficult, and the practices for legal review of the issue vary from country to country. Here, I would like to present my standards for determining whether two marks are too similar.

First, similarity of over-all form even though the concept and motif are different. Second, although the forms are dissimilar, the images presented appear the same, so that confusion is likely to occur when the two are seen separately. Third, when the trademarks appear the same if one is turned upside down, reversed or rotated 45 degrees - because trademarks are not always used or seen directly from the front. If any of these conditions are met, the designs are too similar.

Even though a designer has labored long and hard to create a trademark, if he finds that it resembles another trademark already in use, he should feel obliged as a matter of professional ethics to revise or re-do his design.

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Examples of Japanese trademarks which resemble foreign trademarks



Hosuien/British Petroleum/An agricultural machinery maker (U.S.)



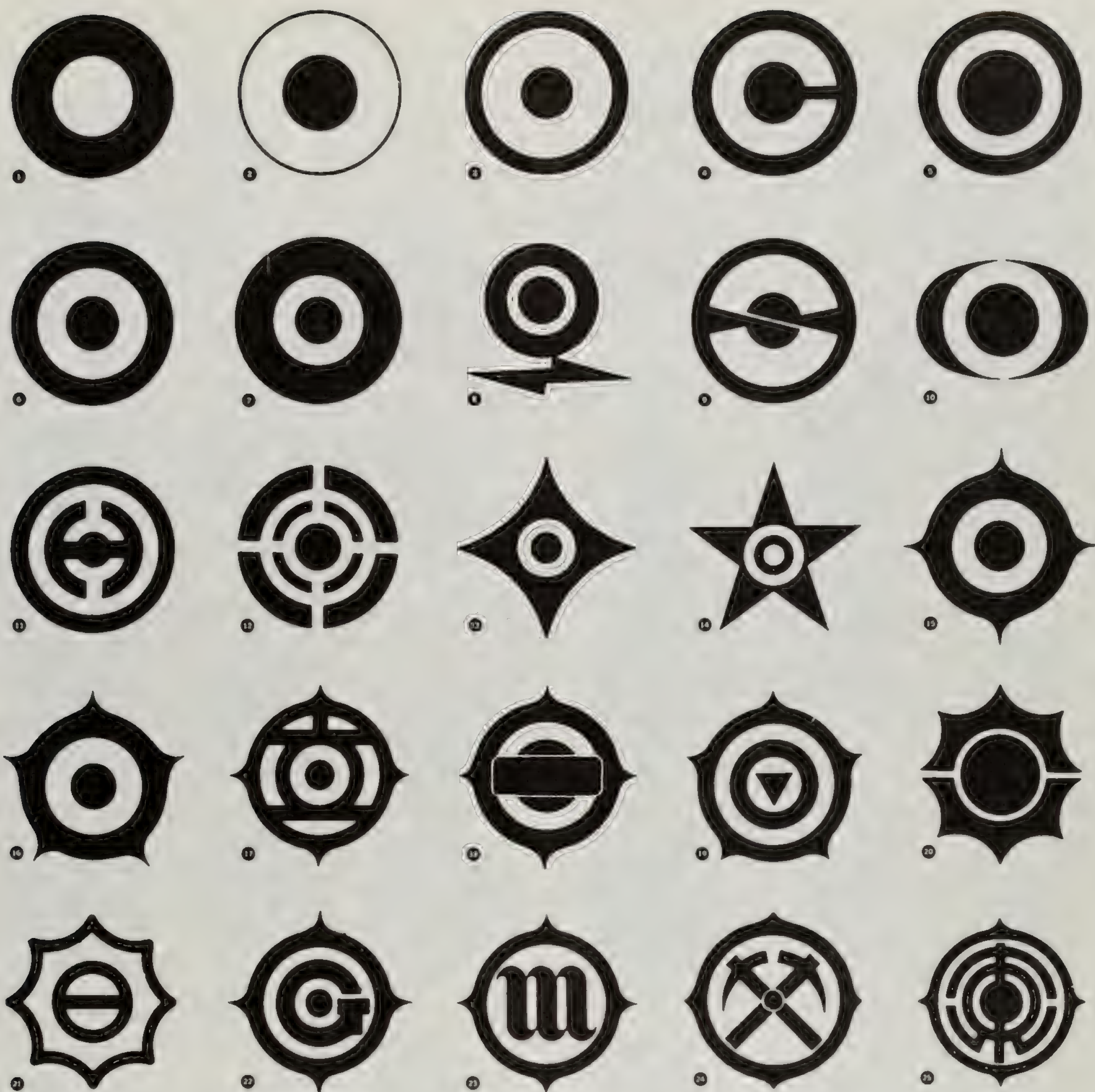
Tokihamatsu Gakuen (a school)/Nikken Chemicals/Mercedes Benz



Kisha Seizo/Kure Mutual Bank/Wirespring Manufacturing (U.K.)

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Twenty-five examples of Japanese trademarks based on the Sino-Japanese character for "sun." The character was originally a pictograph, showing a dot in the center of a circle; in its standard form today it is a rectangle on end bisected by a lateral line at the midpoint. The character is pronounced *hi* (as in Hitachi), *nichi* (as in Mainichi newspaper) or *ni* (as in Nihon or Nippon).

(1) Nihon Mining. (2) Japan Carbon. (3) Nippon Sheet Glass. (4) Nippon Shimpan. (5) Nissei Gekijo. (6) Nihon

Suisan. (7) Nissan Construction. (8) Fukuyama Freight Forwarding. (9) Nihon Sugar Refining. (10) Nippon Trust and Banking Co. (11) Japan Gasoline. (12) Nishinippon Mutual Bank. (13) Nichibo Spinning. (14) Dainihon Electric Wire. (15) Bank of Japan. (16) Dainihon Chemical Trading. (17) Hitachi, Ltd. (18) Nissan Auto. (19) Dainihon Paint. (20) Joyo Bank. (21) Nippon Steel. (22) Nippon Gas. (23) Shinmeiwa Industries. (24) Nittetsu Mining. (25) Nitto Spinning.



## Design competitions

Occasionally a mark is selected from among entries submitted in a contest open to designers or the general public. Although this has the advantage of bringing the enterprise or organization behind the contest to the attention of the designers or general public, other than in the case of marks intended for a brief period and in situations public in nature, this approach is not likely to lead to submission of designs of sufficiently good quality.

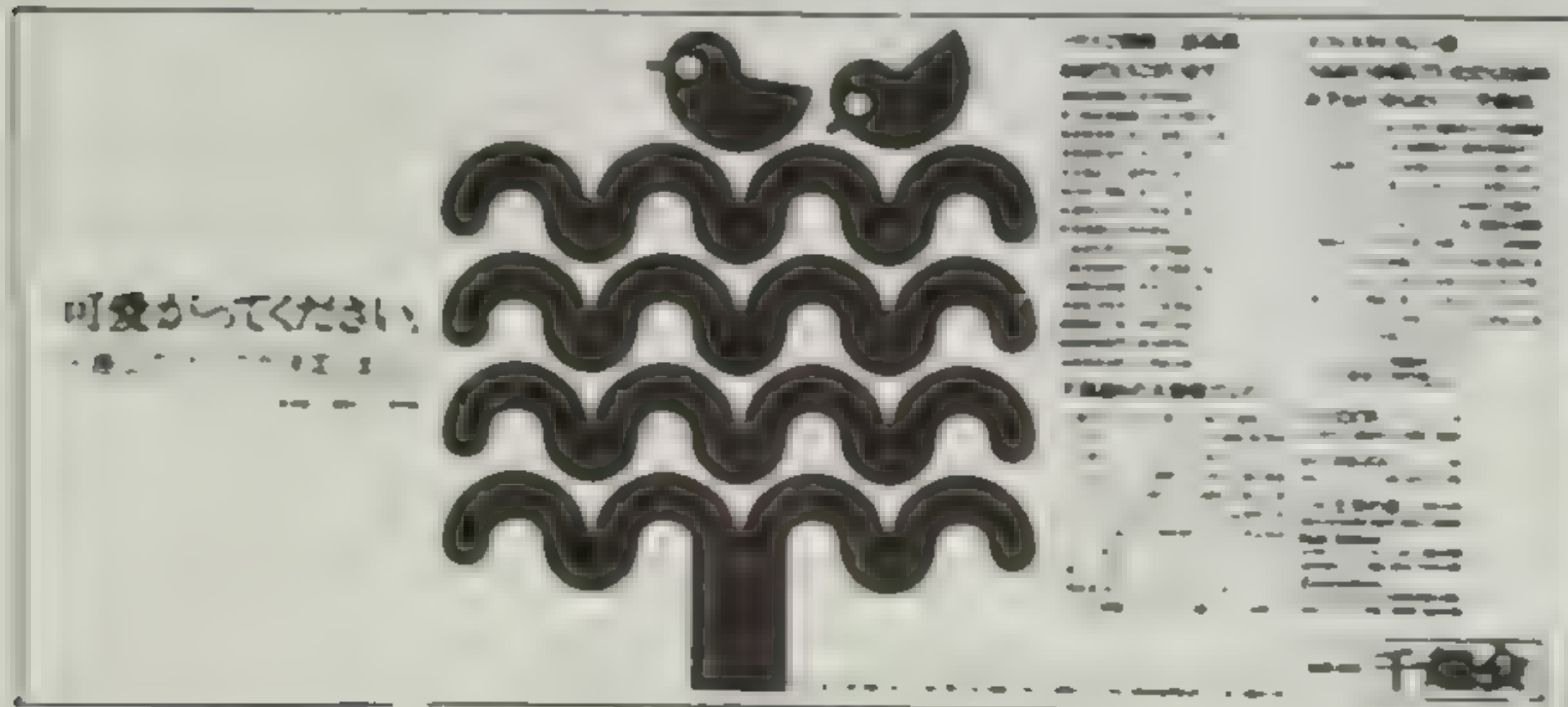
Walter Diethelm, in his "Signet/Signal/Symbol," gives the following as the basic points for holding a competition to select a mark:

(1) The sponsor must make his activity known. (2) The decision must be made as to whether the competition shall be open to all persons, to professional designers at large, or to designers invited to compete. (3) Concerning the purpose of the competition, necessary information to enable designs to be prepared, such as intended use(s) of the mark, must be determined. (4) Demands to be made of the mark must be determined, such as (a) the types of products on which it will be displayed; (b) whether it is for regional, national, or international use; (c) qualities of being easy to recognize, original, impressive, and easy to remember; (d) the possibility of registering it as a trademark; (e) size, and whether the mark is to be used in positive and reverse modes, and/or in three dimensions. (5) Requirements for entries: (a) deadline; (b) number of entries per person; (c) size; (d) color and number of colors; (e) need for a scale drawing; (f) uses; (g) submission procedures mail delivery or hand-carry. (6) Awards: (a) number; (b) cash prizes; (c) rights to use; (d) design modification and payment for such modification; (e) rights to nonwinning entries. (7) Judging: (a) method; (b) panel members; (c) record of panel's de-

cision. (8) Legal points: it must be possible to use the winning design as a registered trademark; specification of copyright and rights to use marks. (9) Other points: (a) printing, publishing, publicizing and displaying marks submitted; (b) returnability of nonwinning entries; (c) no inquiries from participants addressed to judges will be acknowledged.

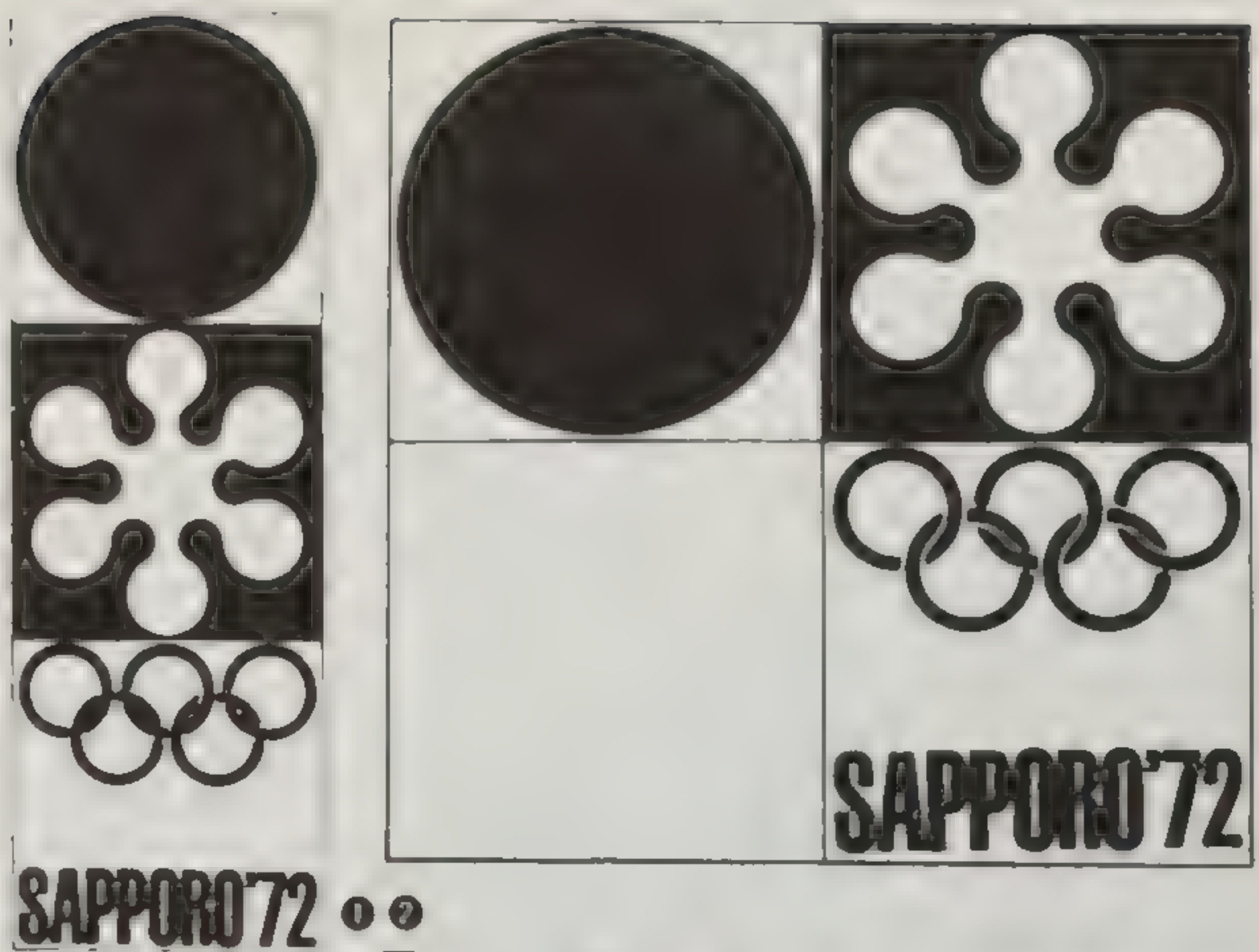
Late in 1965 a meeting was held to determine design policy for the World Exposition to be held in Osaka in 1970. It was then decided to invite submissions from a select number of designers rather than have an open competition. The range of invitees was kept as wide as possible: fifteen individual designers and two design offices were invited to participate. In February, 1966, six-man jury composed of Katsu Katsumi, Takao Kono, Hiromu Hara, Kenzo Tange, and Zen'ichi Shinya selected the design by Isao Nishijima, but Taizo Ishizaka, chairman of the EXPO Organizing Committee, interceded, and all participants agreed to resubmit designs. Ishizaka's reason for his action was that the design was too abstract and lacked popular appeal. This stand was roundly criticized by designers and major newspapers, but as a result of screening of new submissions, a design submitted by Takeshi Otaka was selected. There were some comments to the effect that the cherry blossom design (see illustration, facing page) was plebian, but there was also praise because it was simple enough to be drawn with only a compass, and it symbolized the five continents with a modern sensitivity.

The Winter Olympics held in Sapporo in 1972 similarly was preceded by a design competition, this time limited to eight persons, including Hiromu Hara, Yusaku Kamekura, and Ken'ichi Awasegawa. The stipulated conditions were that the design feature the five-ring Olympics symbol and the phrase "Sapporo '72," and symbolize Japan and winter, or Hokkaido. The jury selected as the winner, Kazumasa Nagai's design which combined squares in its format. The squares could be combined in horizontal or vertical alignment, or a combination of both, and the snowflake was used after the fashion of Japanese family crests, to symbolize winter.



The Sensyu-kai mark, selected from among entries in a competition open to the general public (an Asahi newspaper ad, November 21, 1971)





Entries in the Osaka EXPO '70 competition. (1) Winning mark, by Takeshi Otaka. (2) Mark initially selected as winner, by Isao Nishijima. (3) Keiji Ito. (4) Tadashi Ohashi. (5) Yusaku Kamekura. (6) Tetsuo Katayama. (7) Koji Kato. (8) Ikko Tanaka. (9) Kazumasa Nagai. (3) Keiji Ito. (4) Tadashi Ohashi. (5) Yusaku Kamekura. (6) Tetsuo Katayama. (7) Koji Kato. (8) Ikko Tanaka. (9) Kazumasa Nagai. (10) Masayoshi Nakajo. (11) Tomokazu Nishiwaki. (12) Yoshio Hayakawa. (13) Toshio Fukuda. (14) Iwao Hosoya. (15) Ryuichi Yamashiro. (16) GK Industrial Design Office. (17) KAK.

Entries in the Sapporo Olympics mark competition. (1), (2) Winning design, by Kazumasa Nagai. (3) Kazumasa Nagai. (4) (5) Yusaku Kamekura. (6), (7) Hiromu Hara. (8), (9) Ken'ichi Awasegawa. (10), (11) Ikko Tanaka. (12), (13) Makoto Wada. (14), (15) Iwao Hosoya. (16), (17) Masayoshi Nakajo









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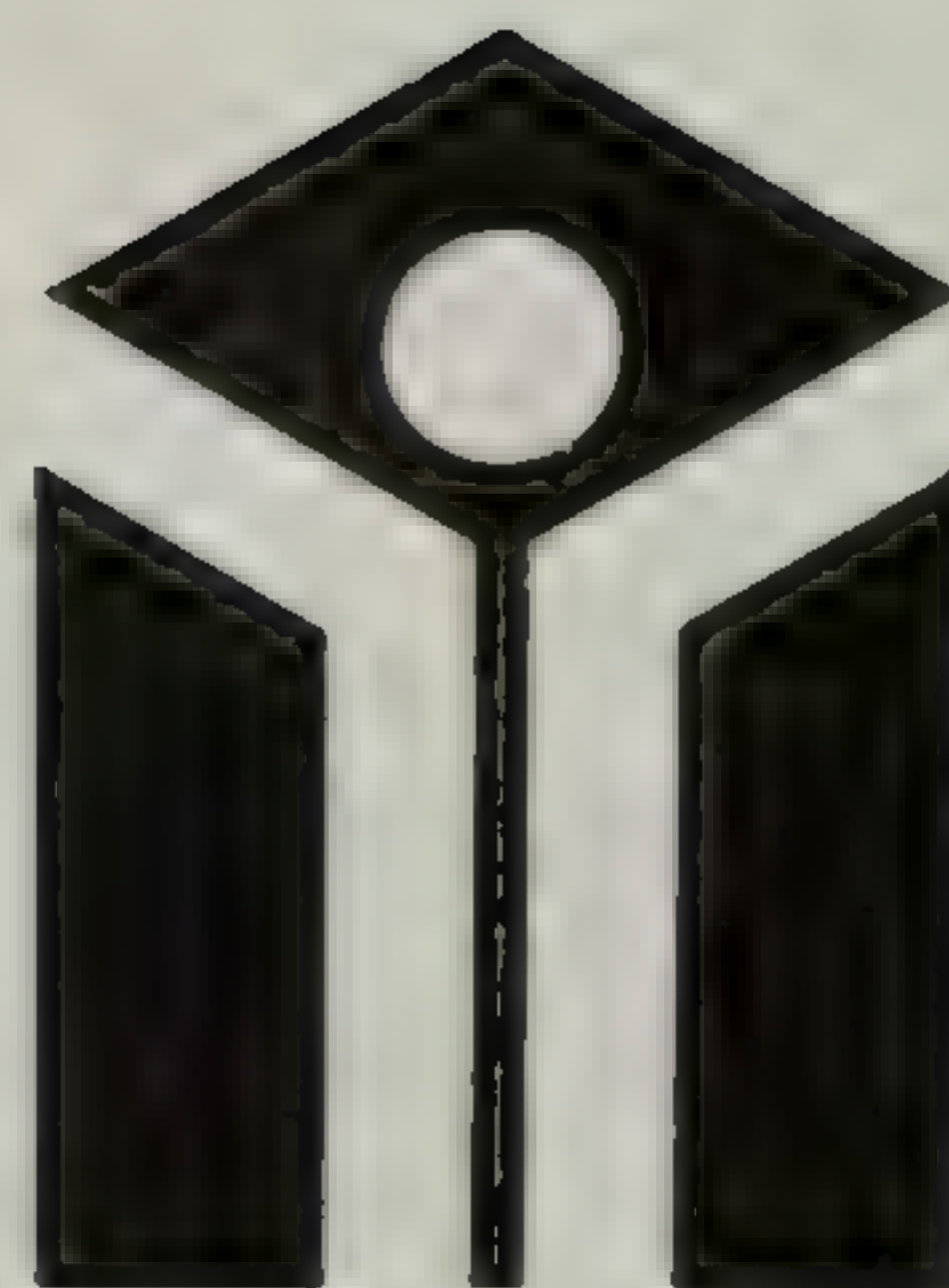




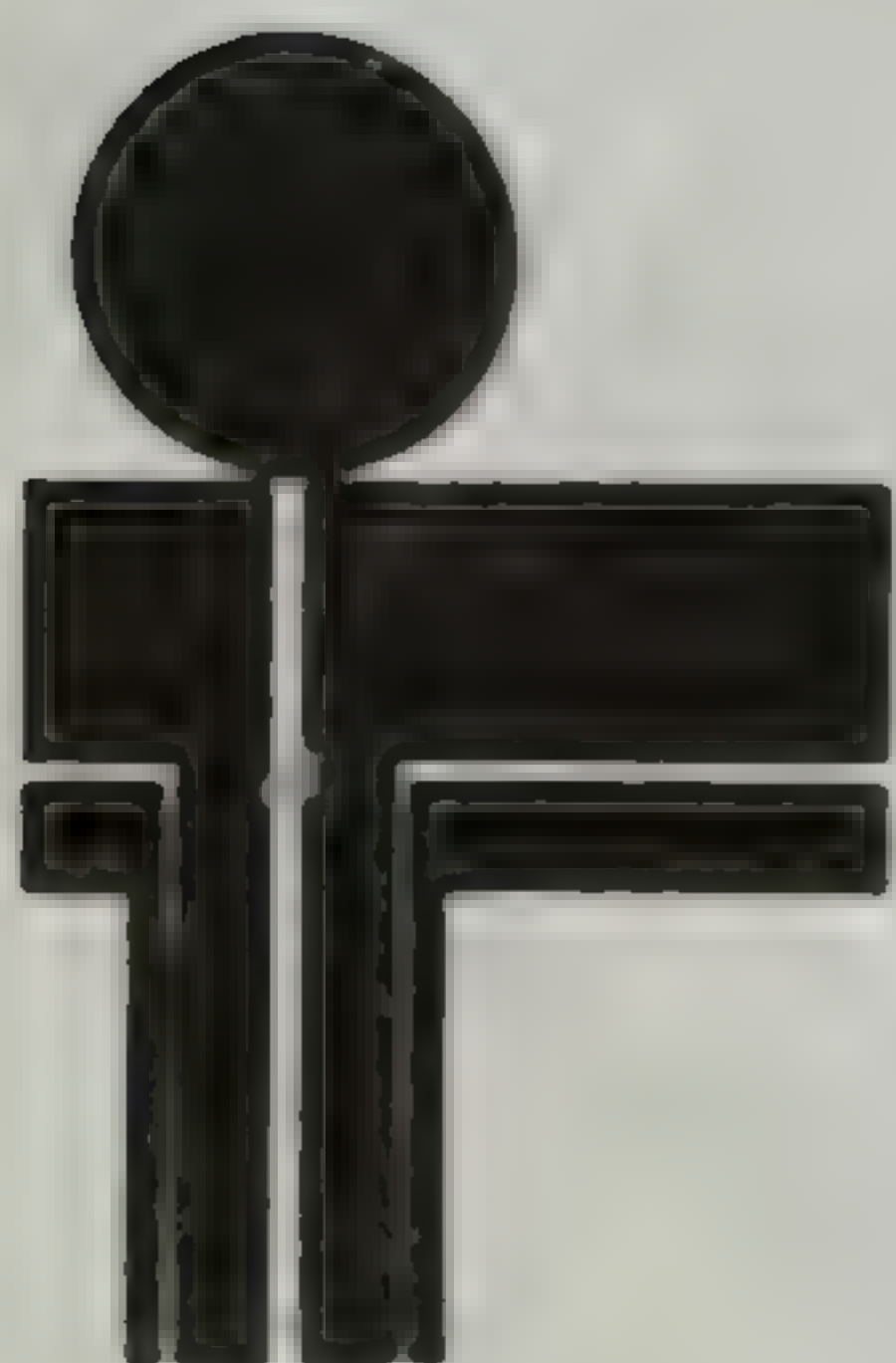
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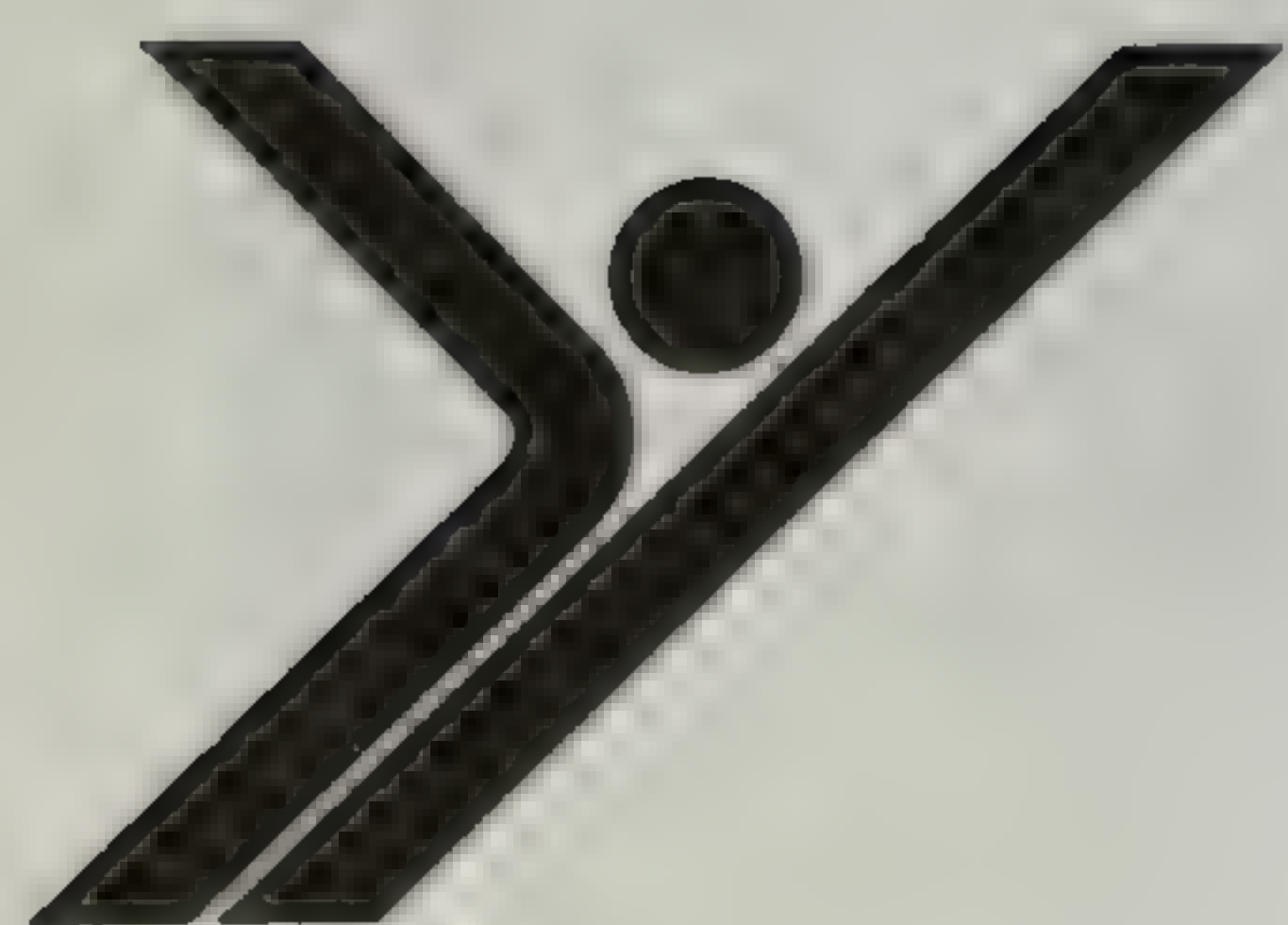
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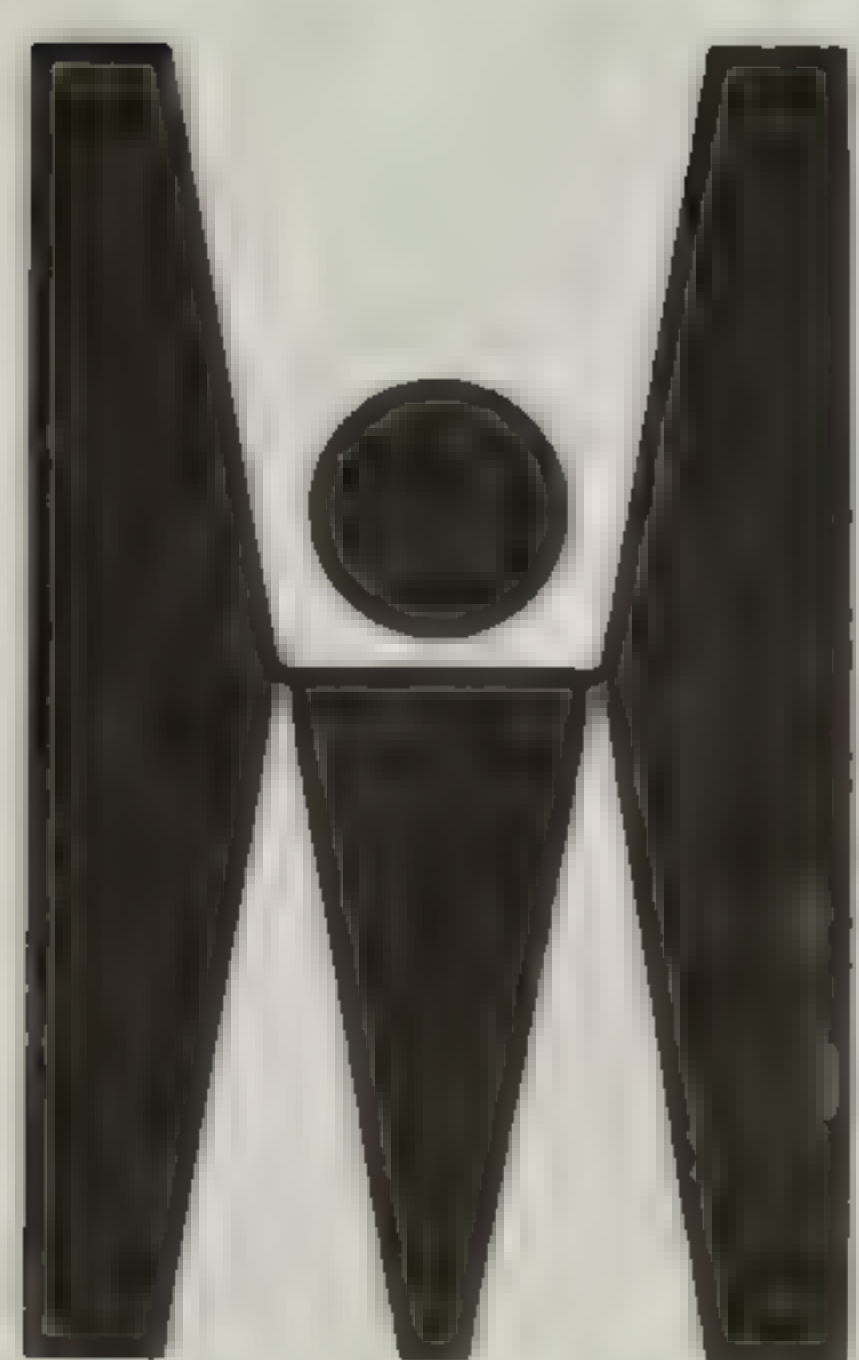
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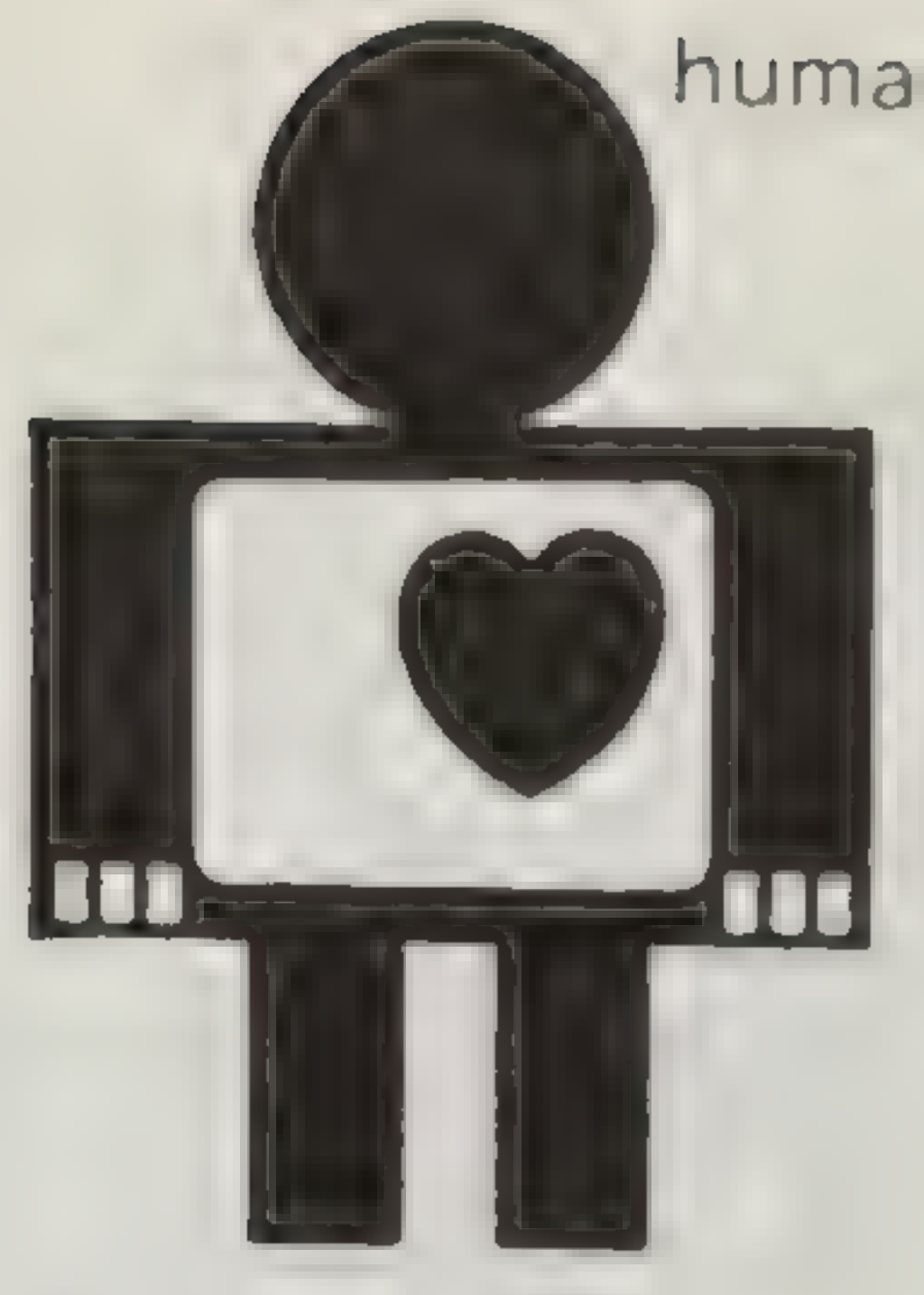




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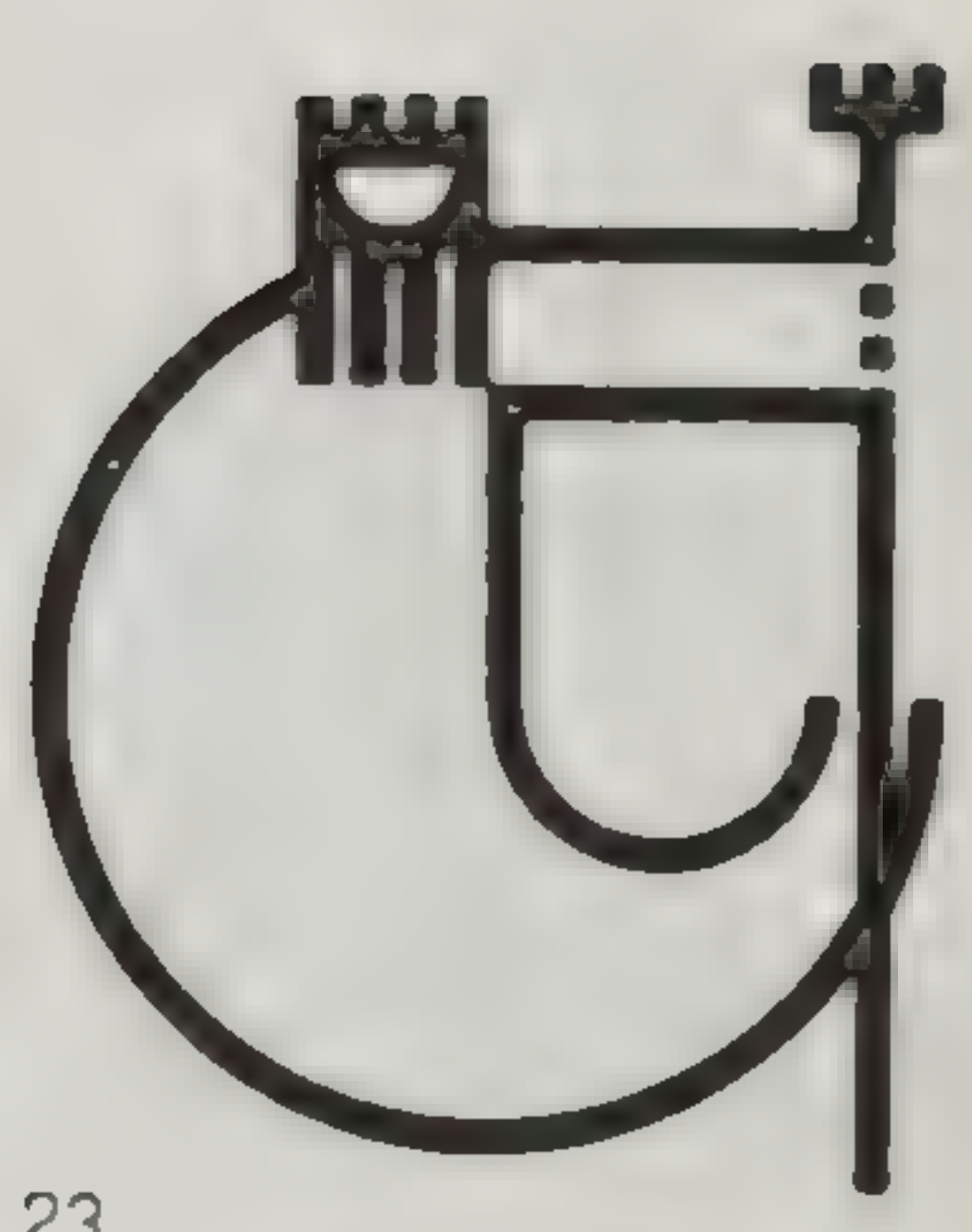
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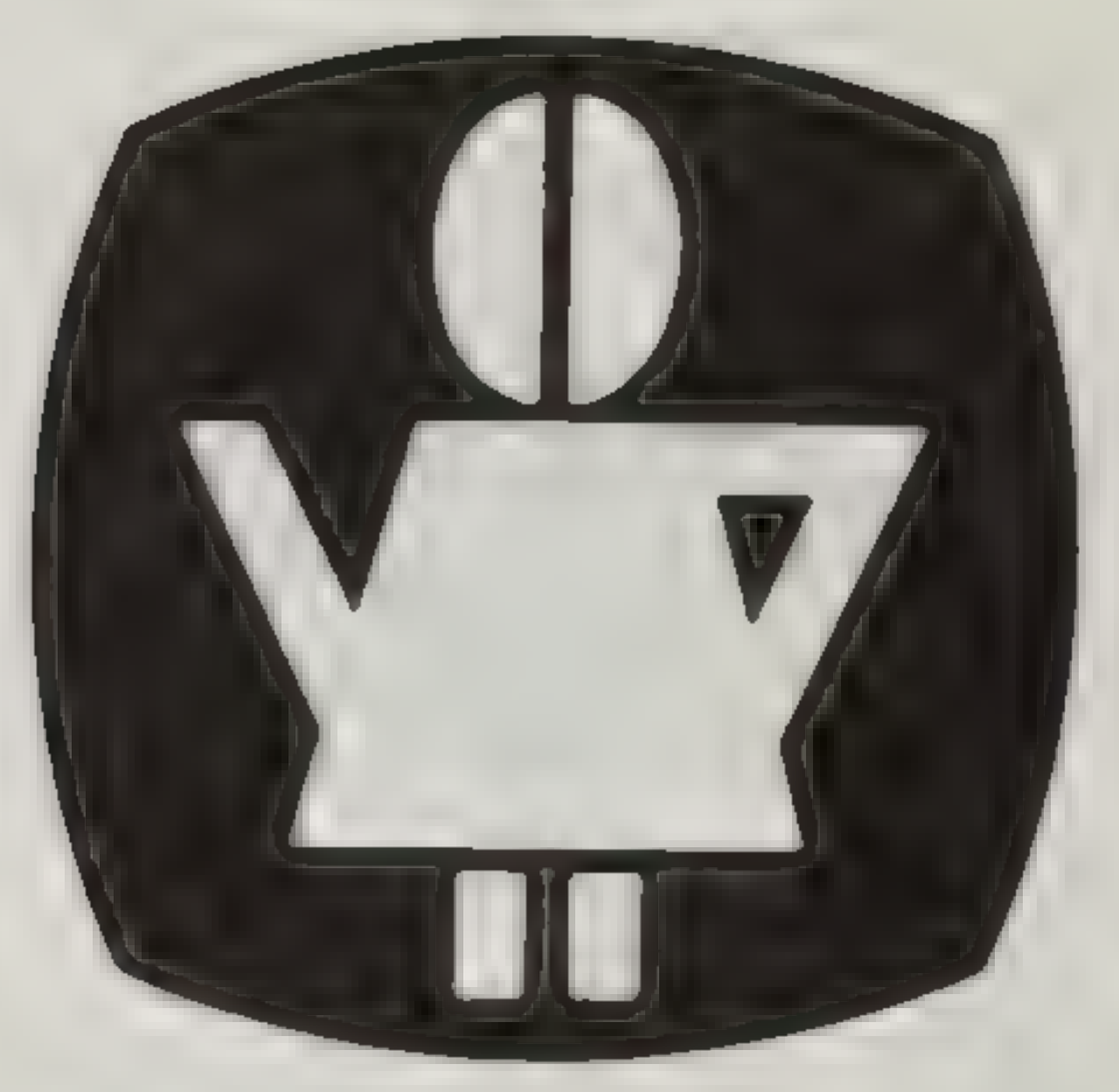
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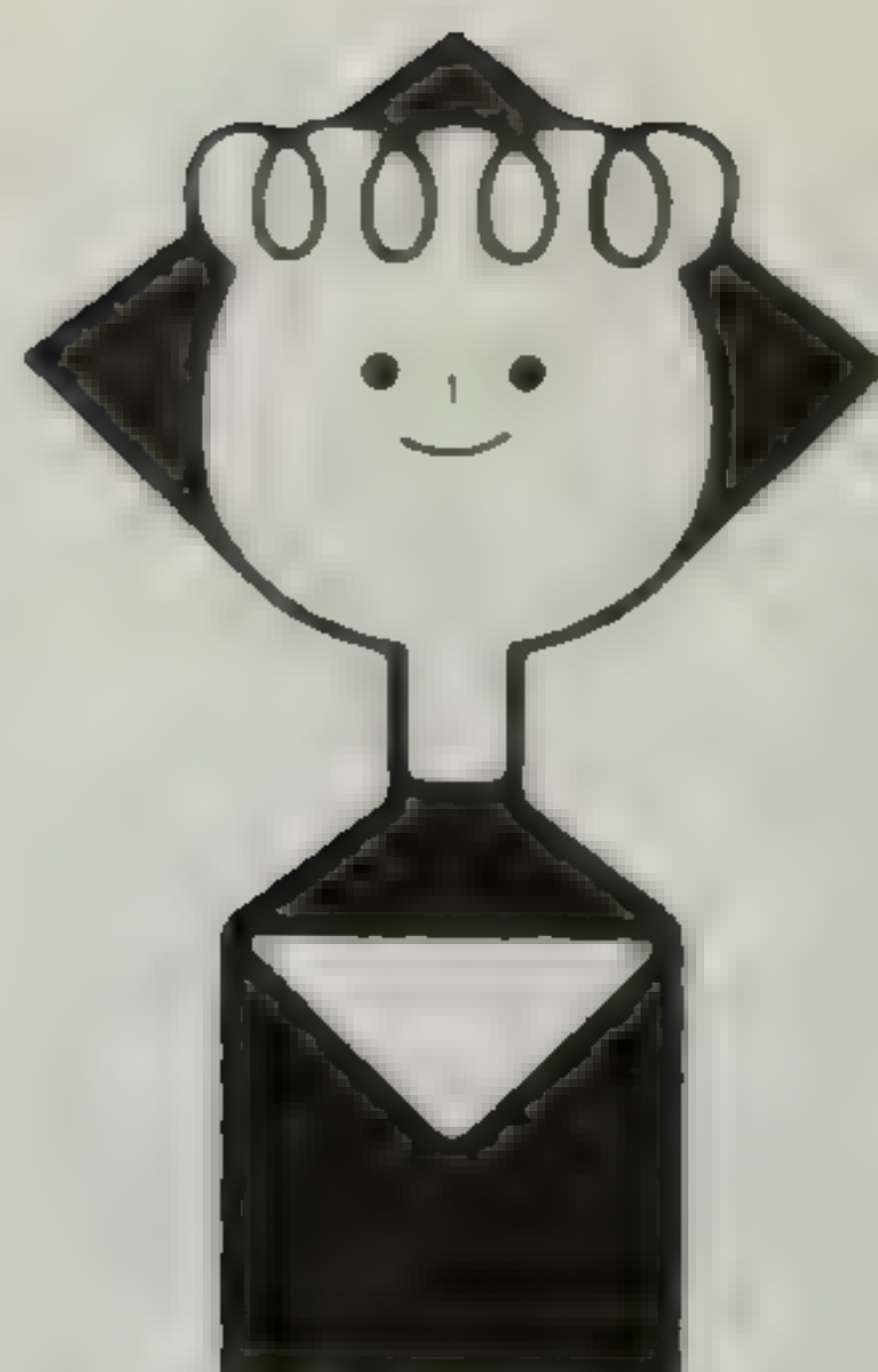


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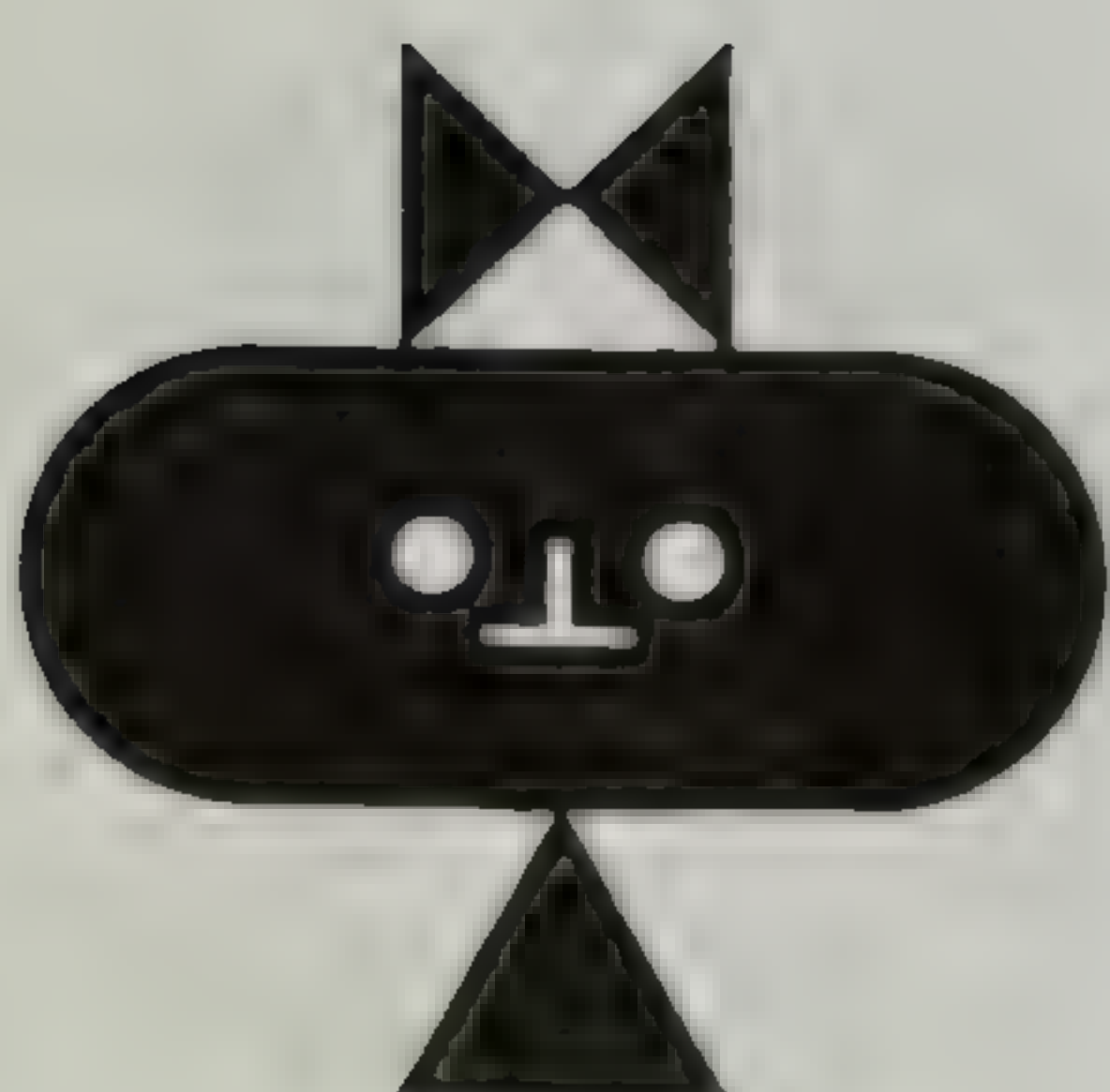
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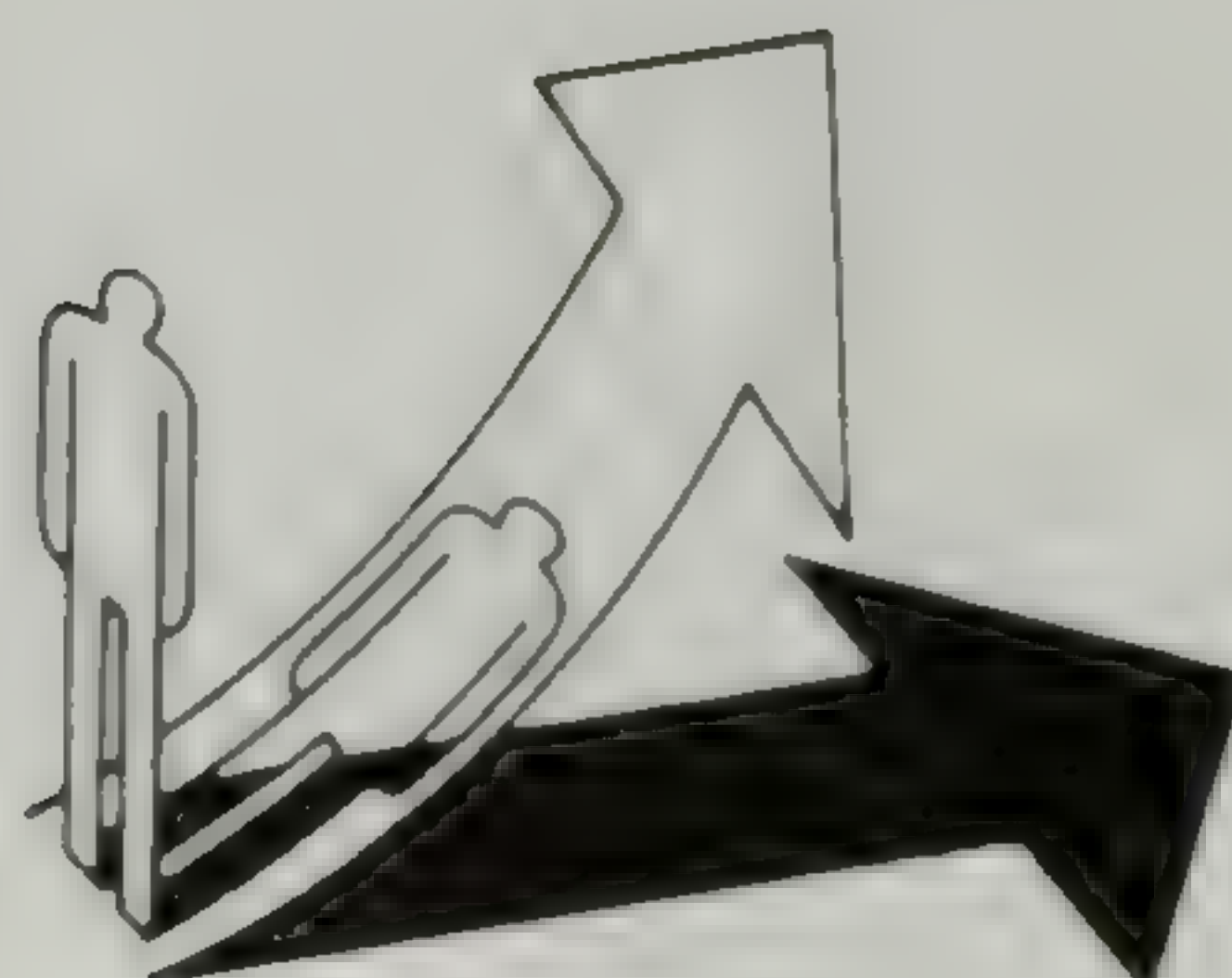
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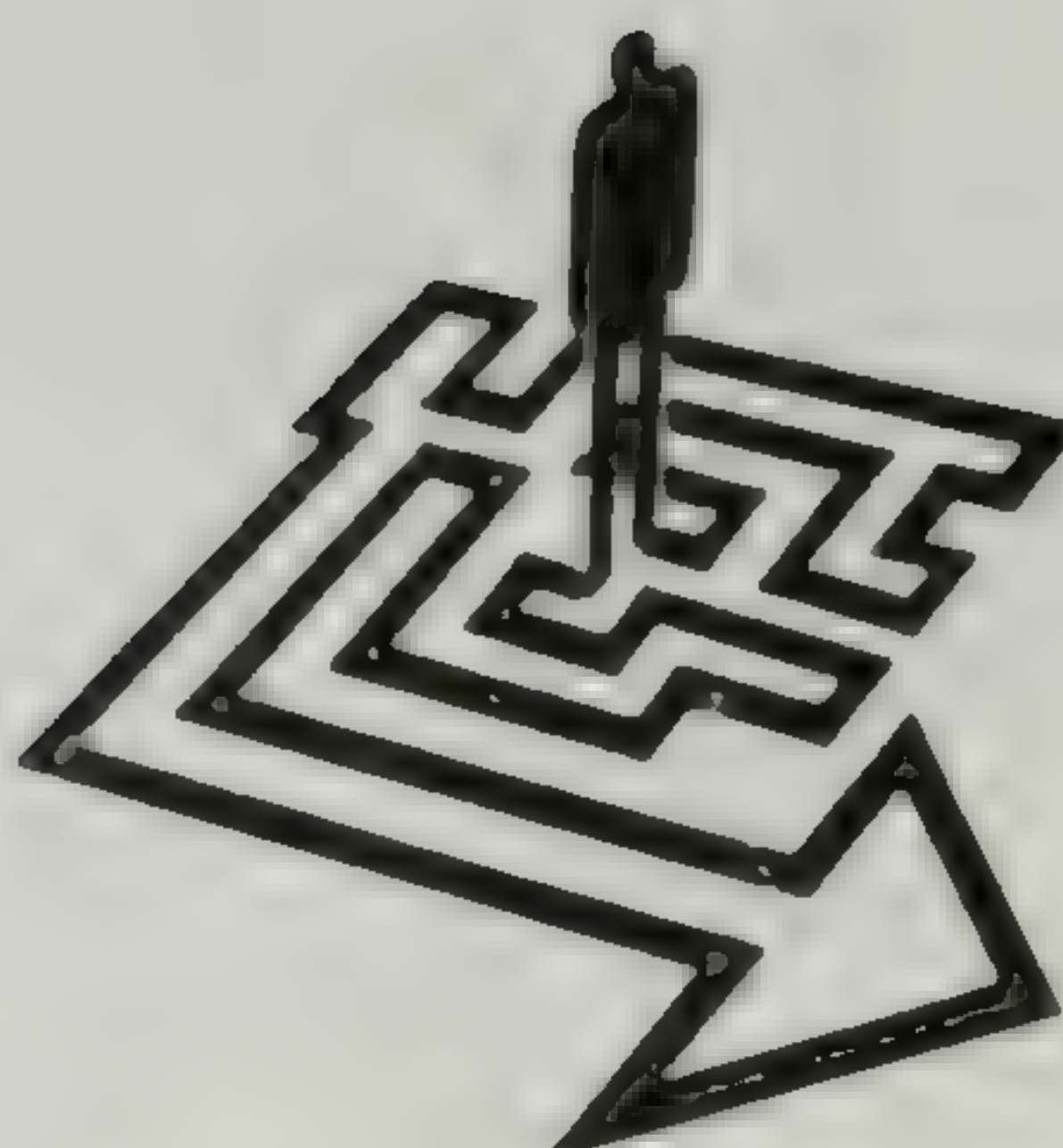
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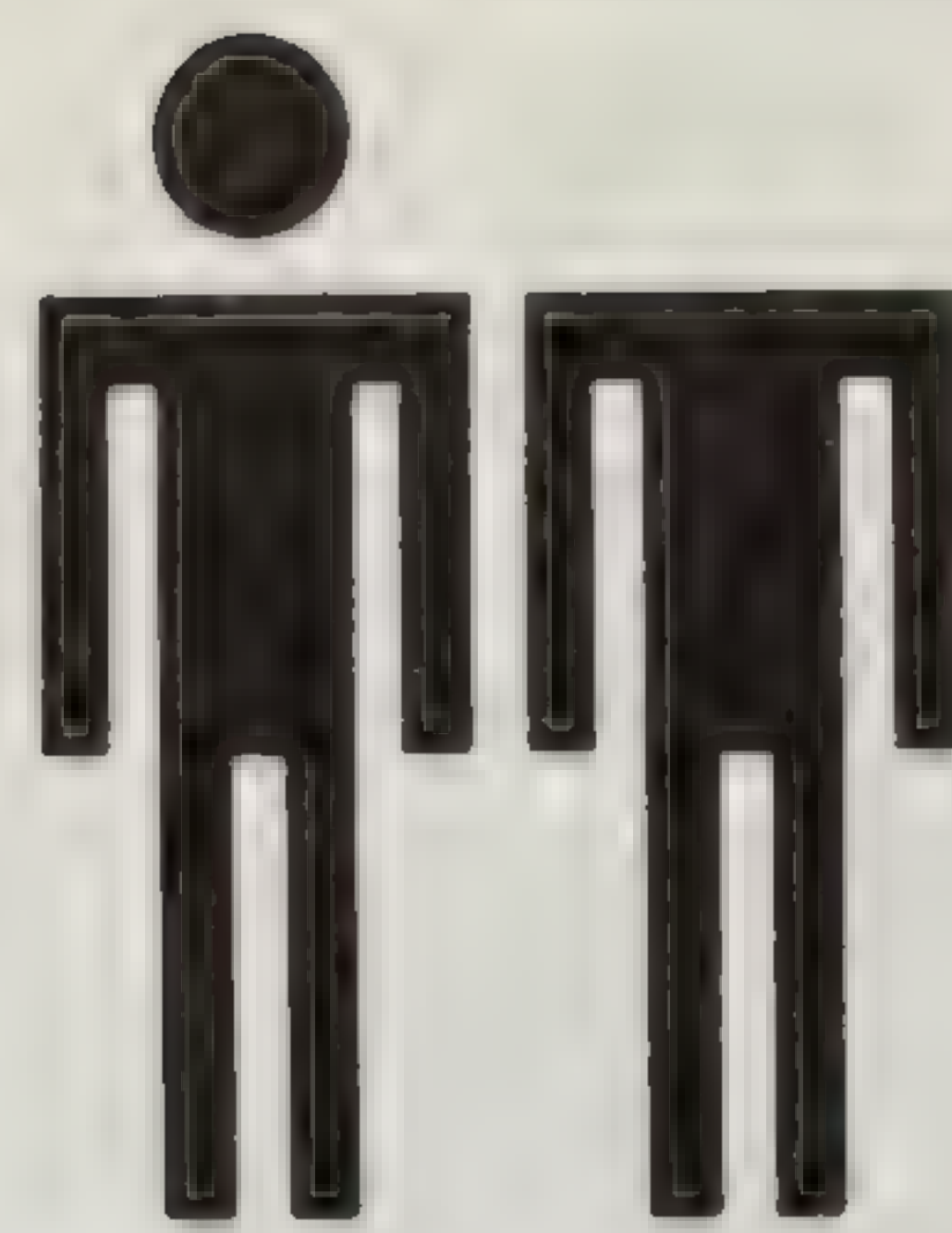




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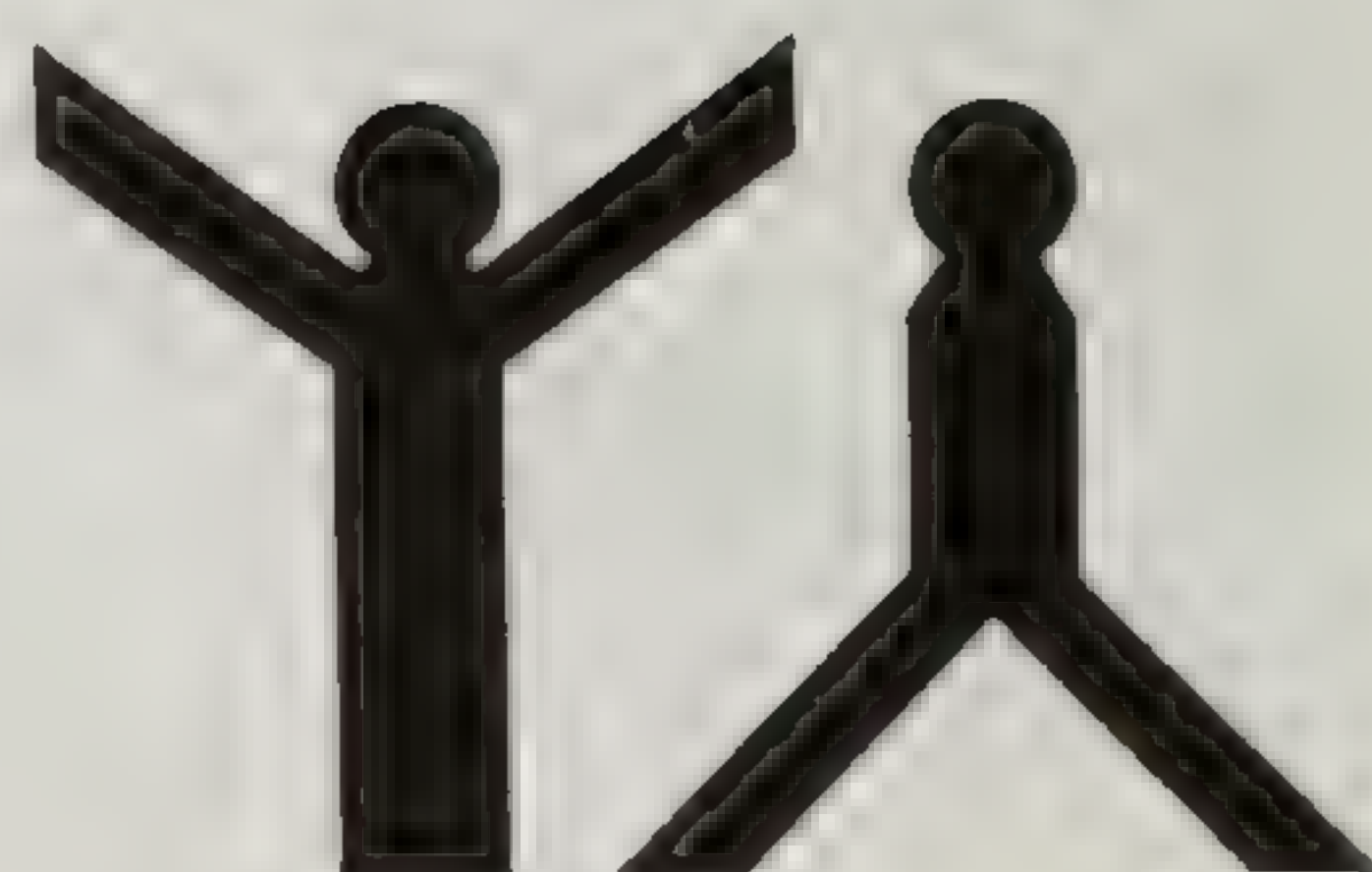
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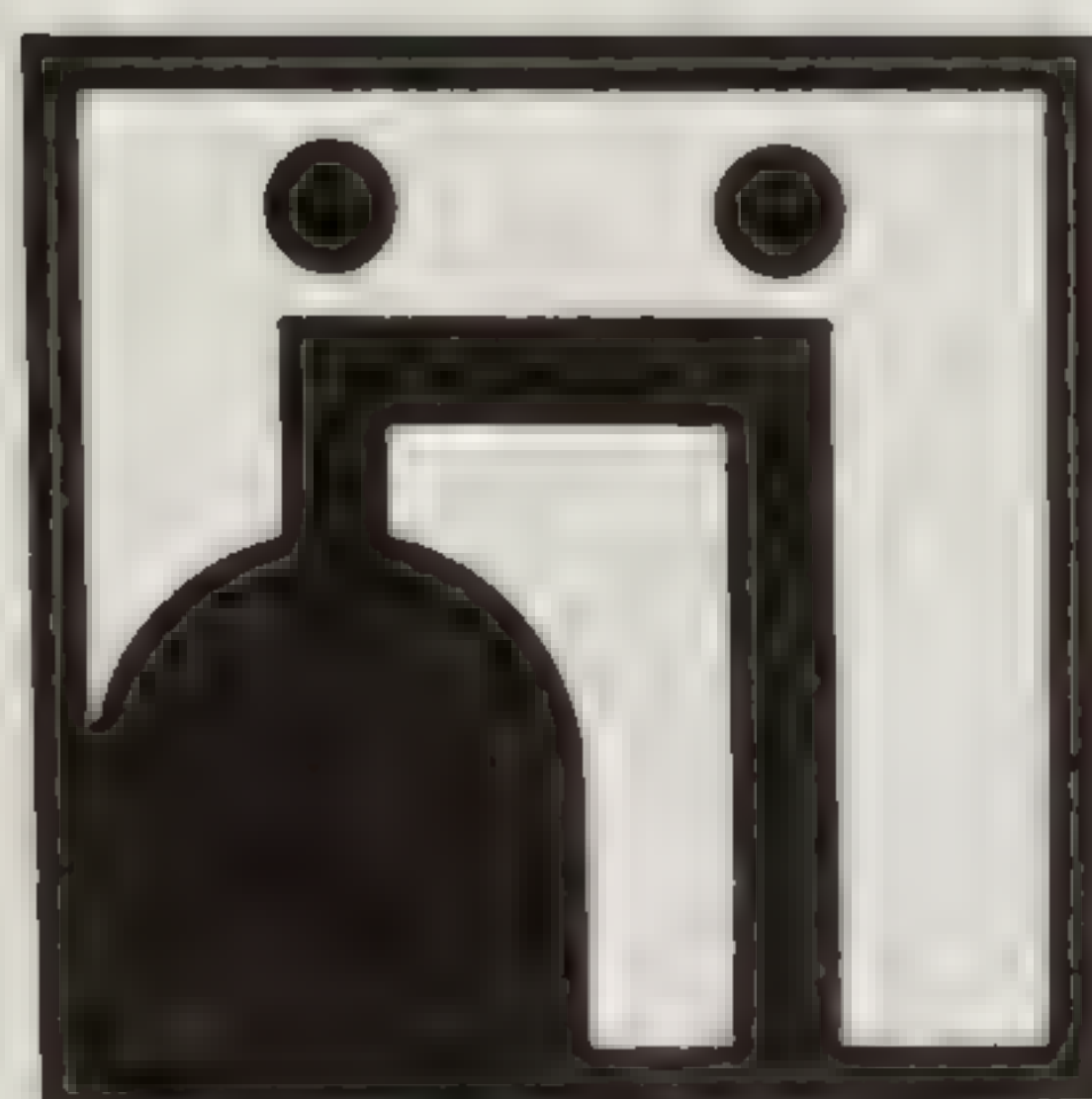
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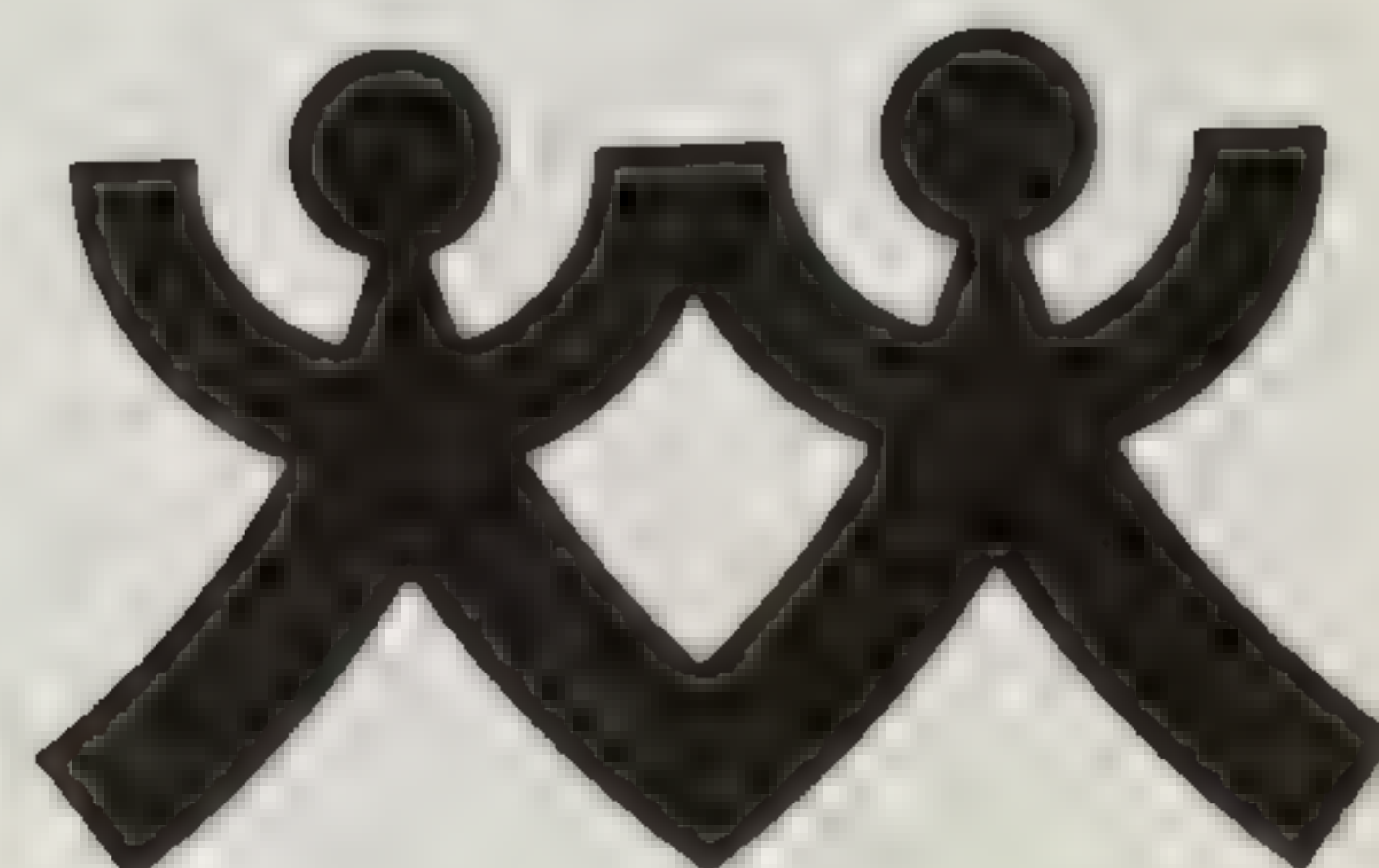
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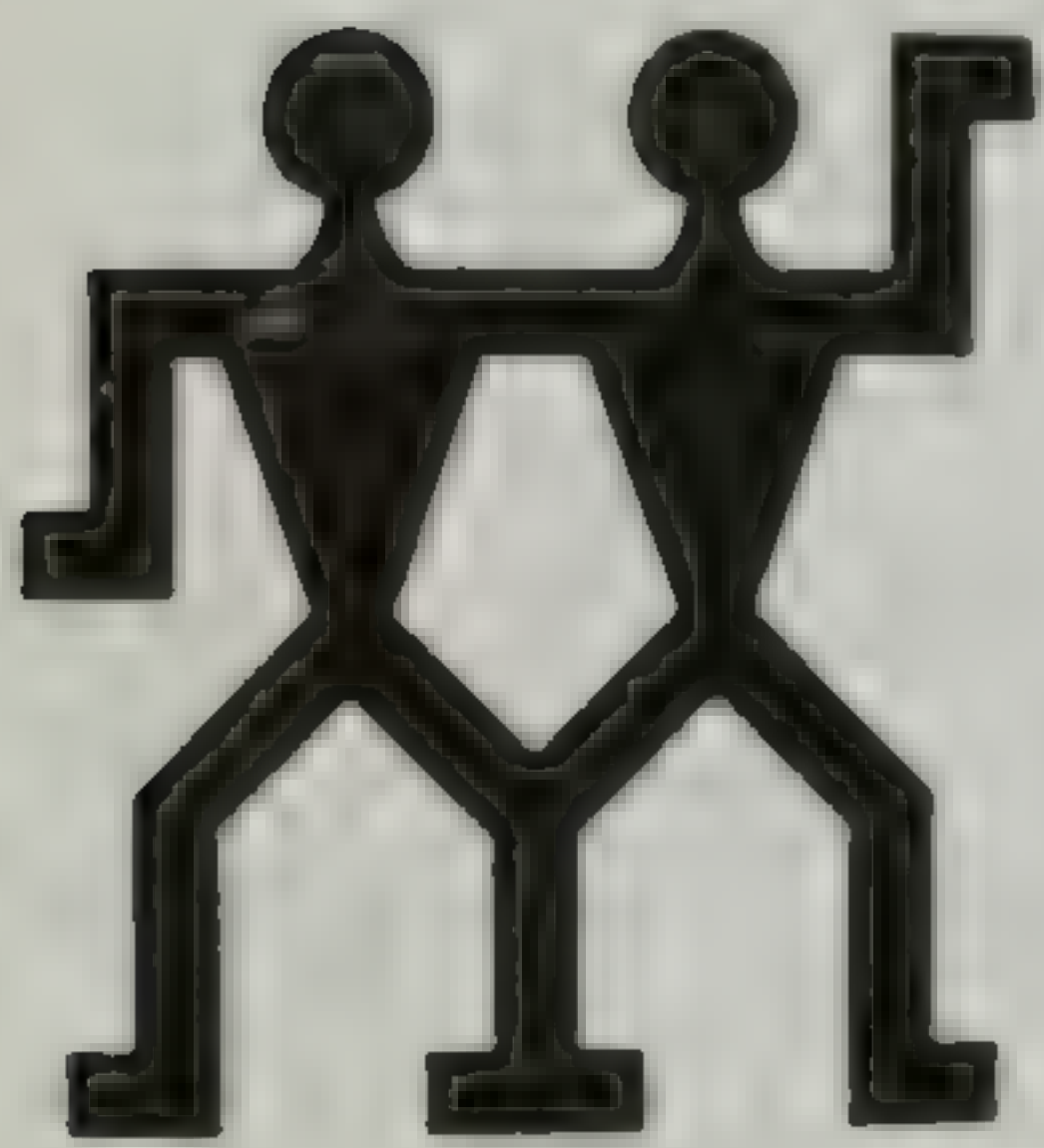
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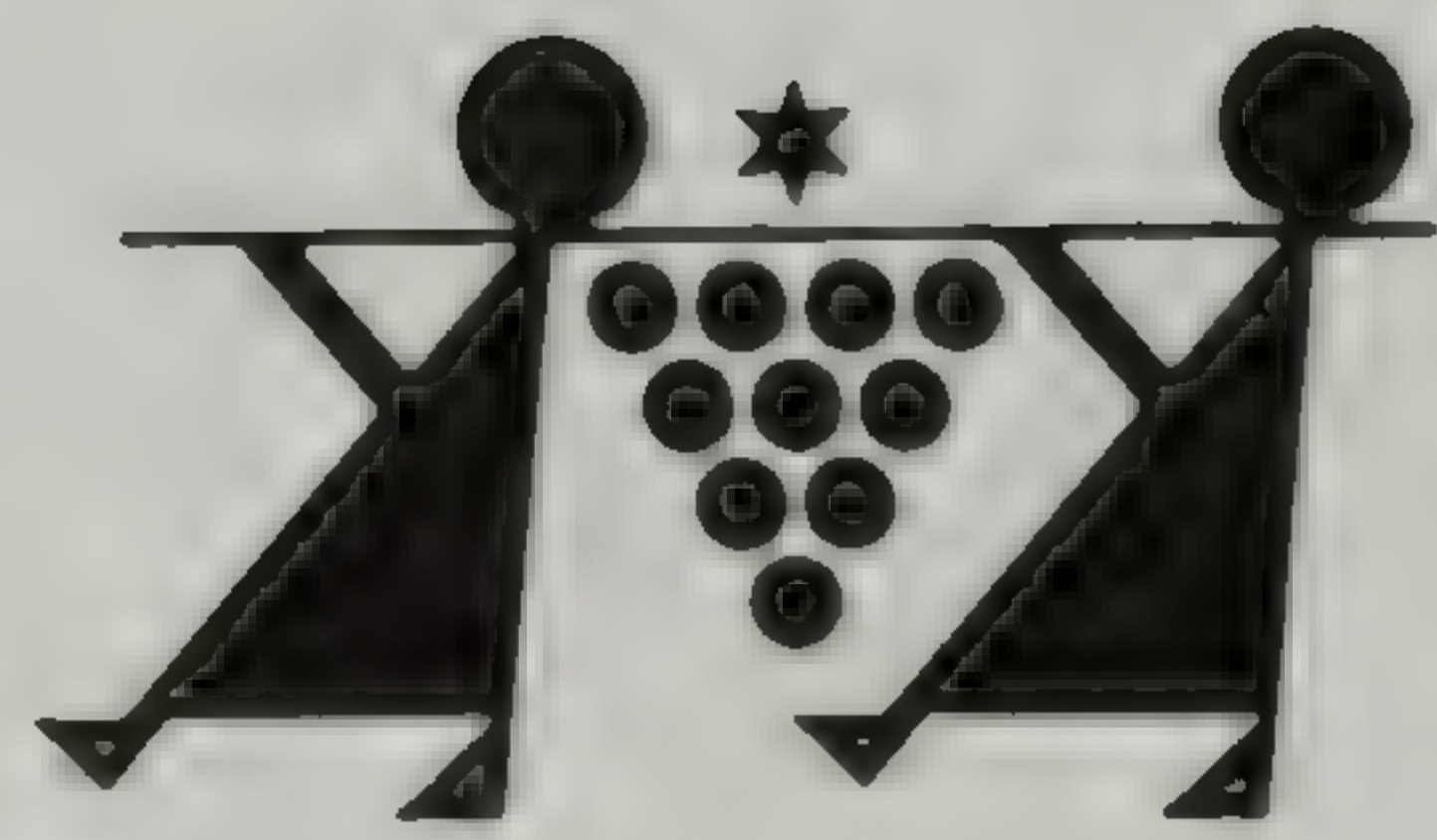
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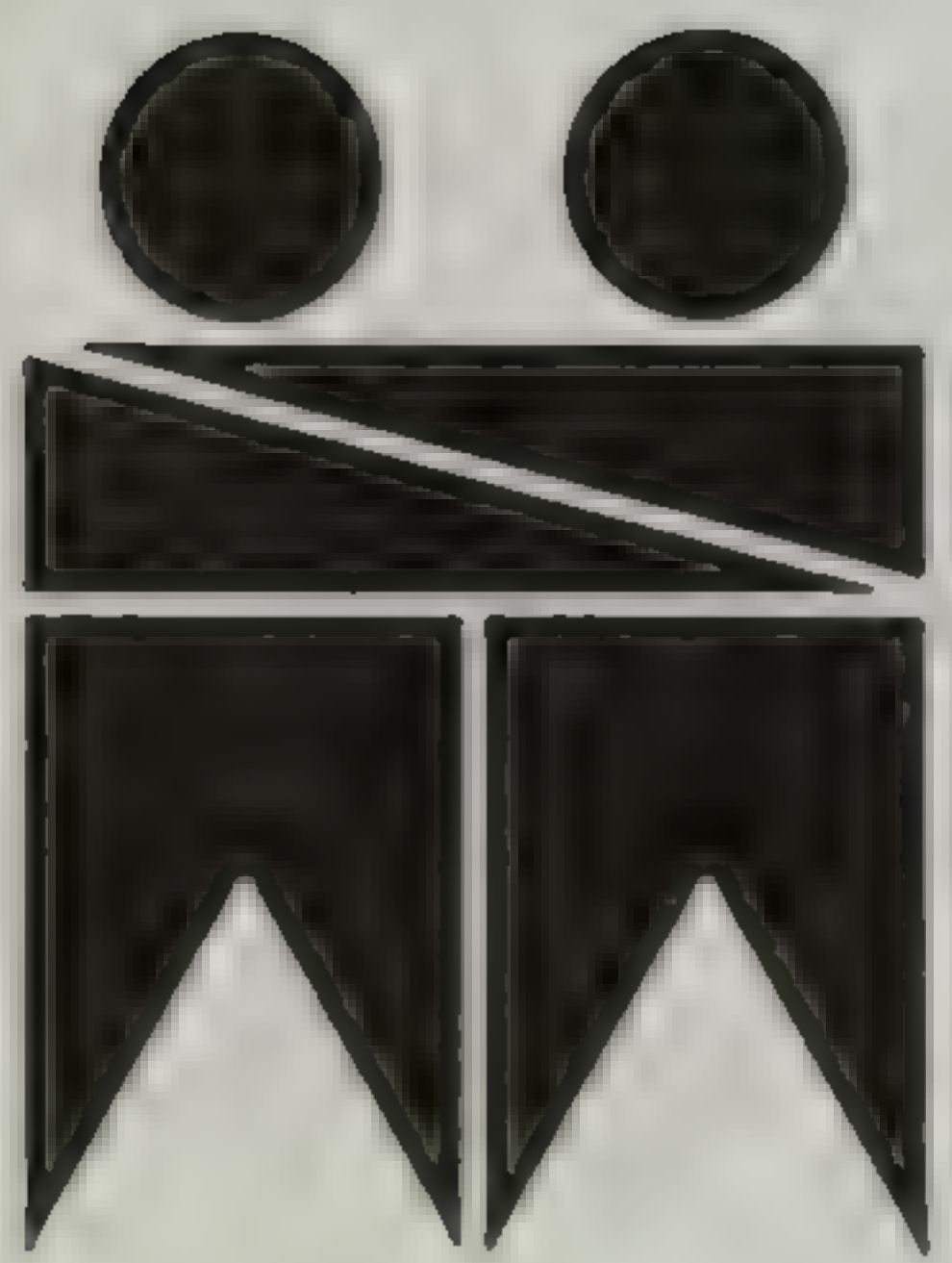
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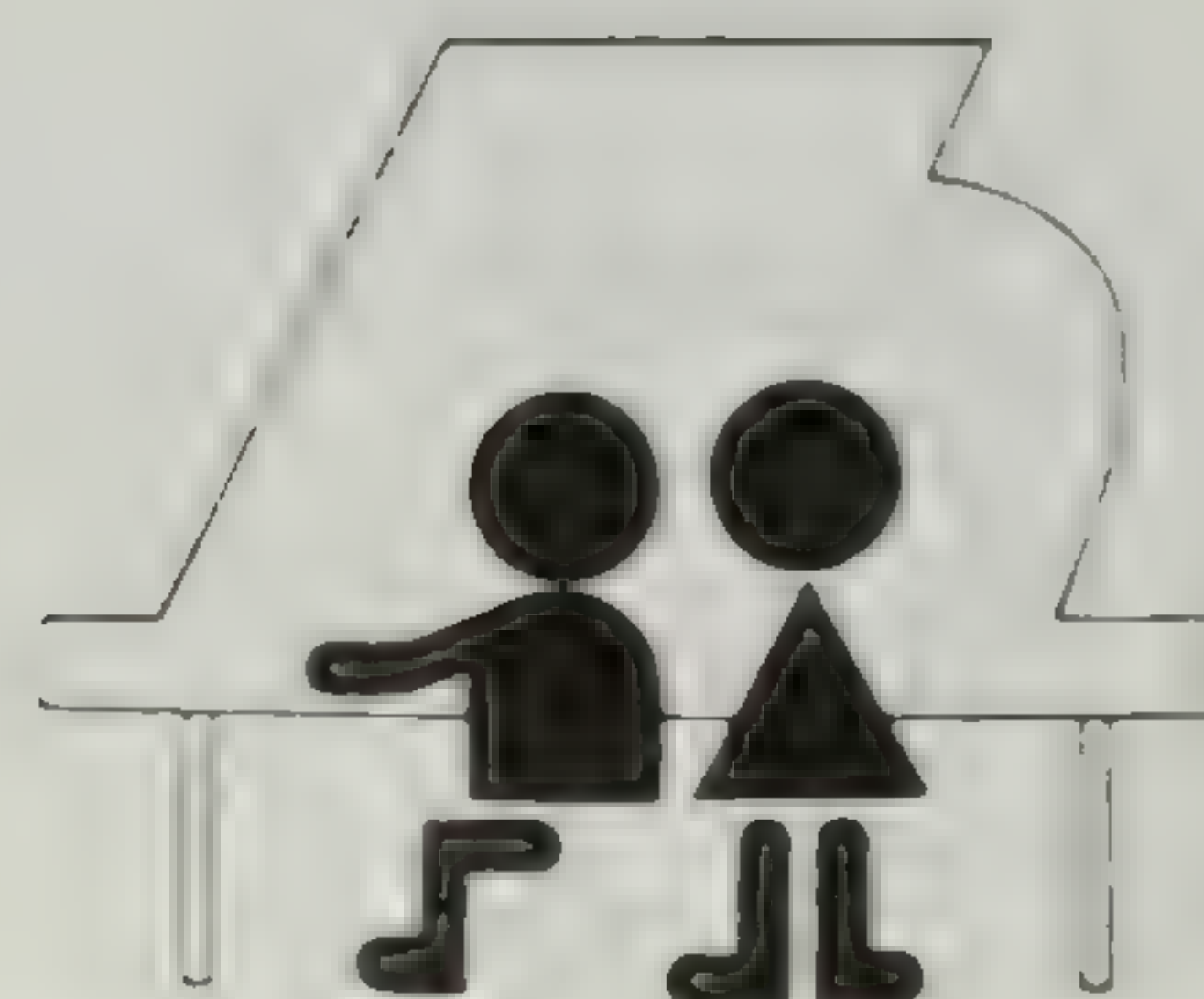
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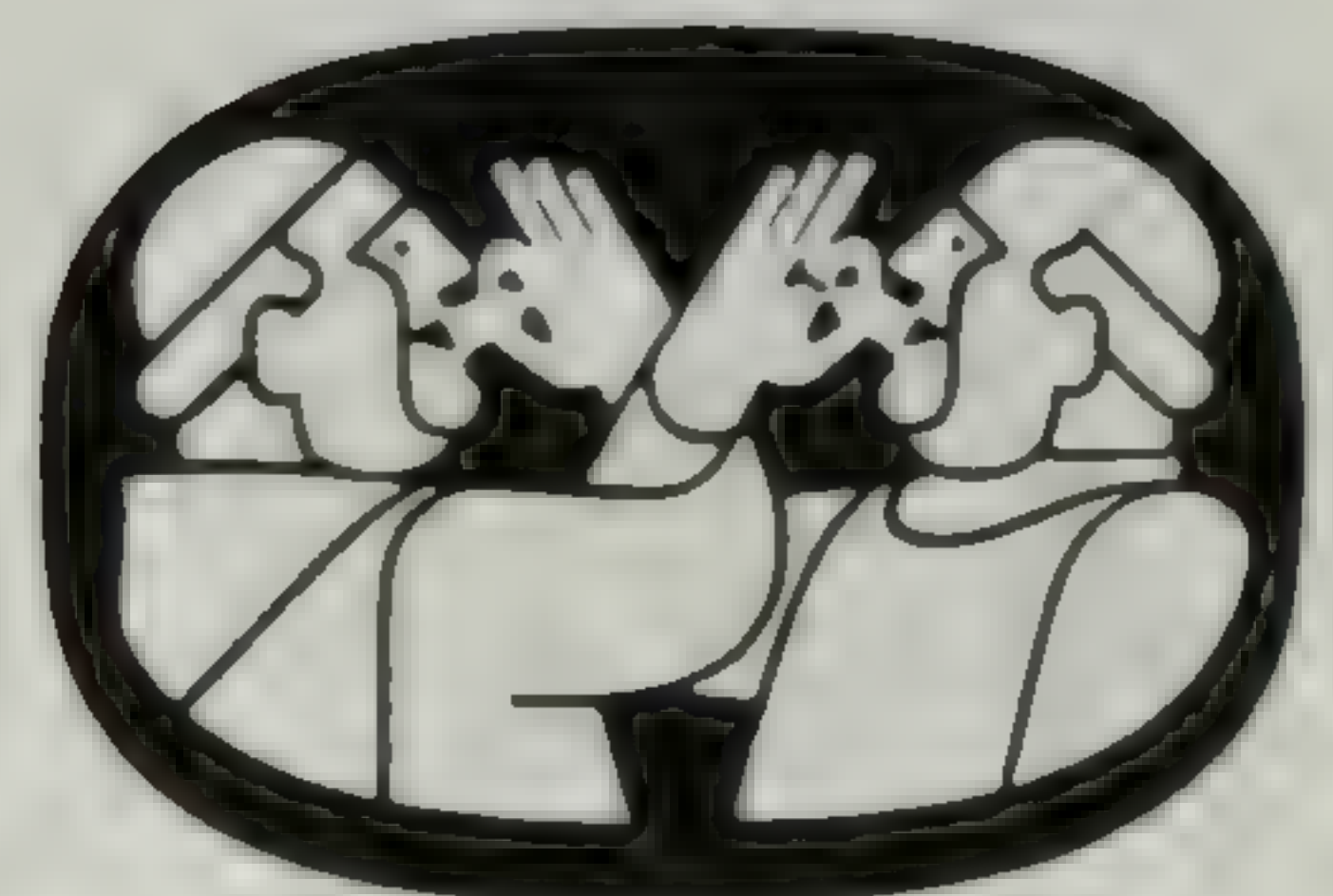
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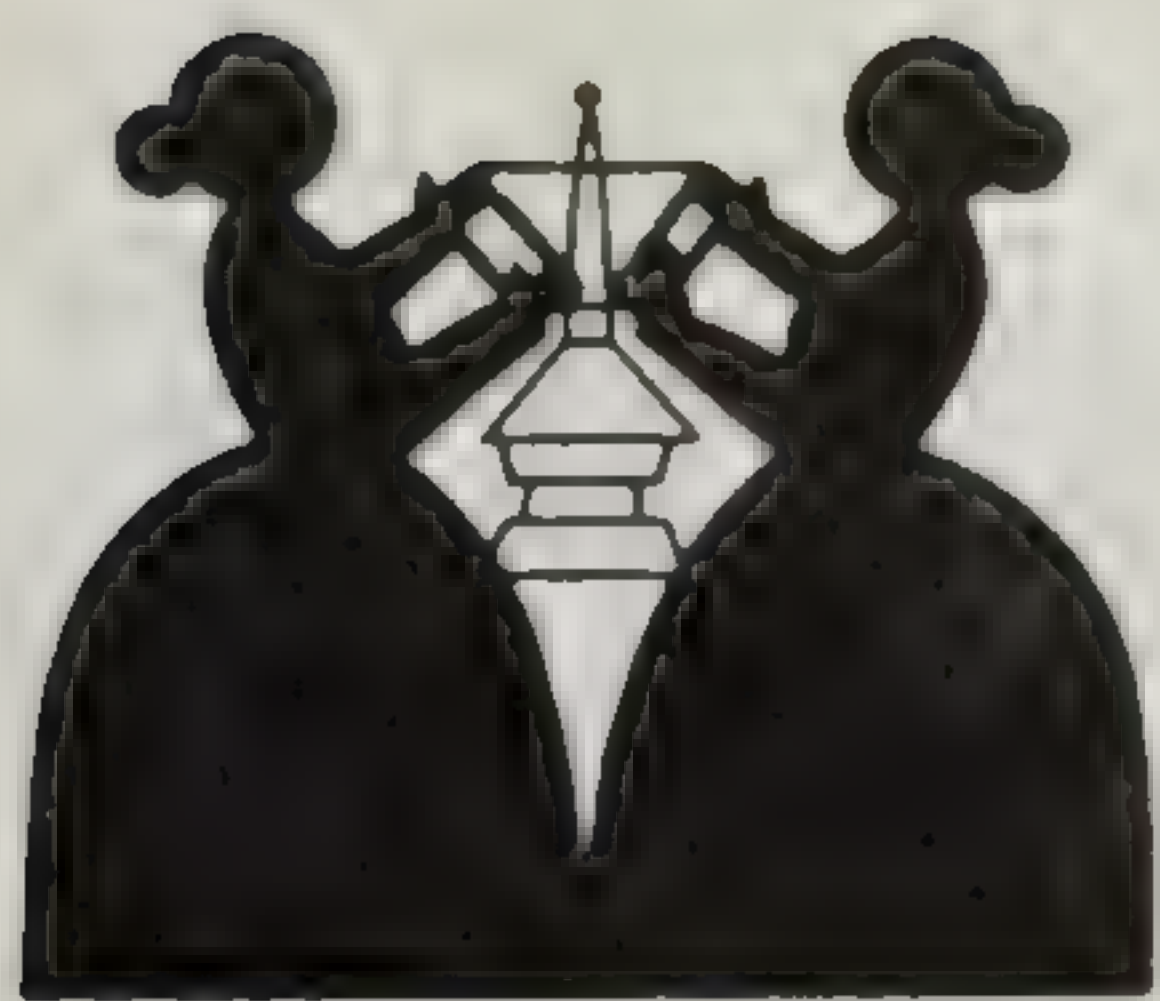


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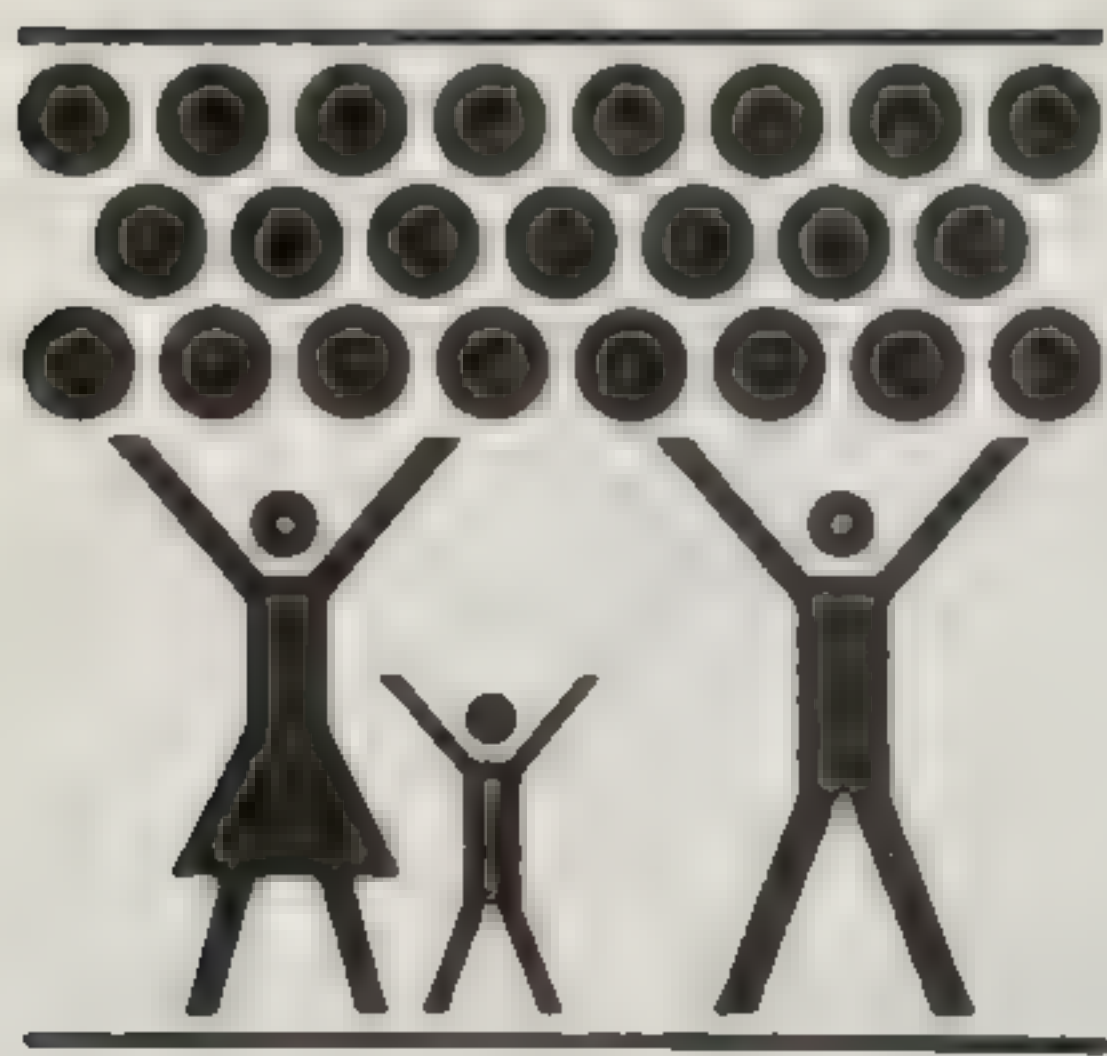


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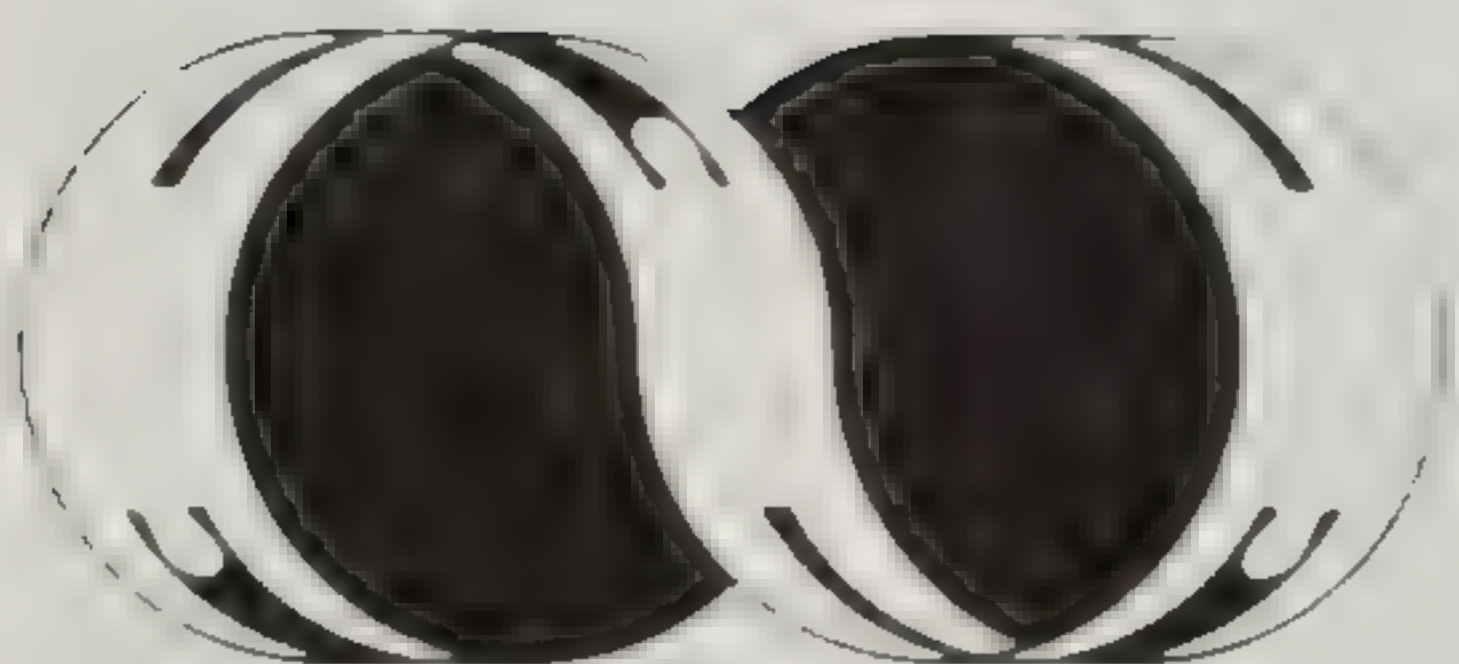
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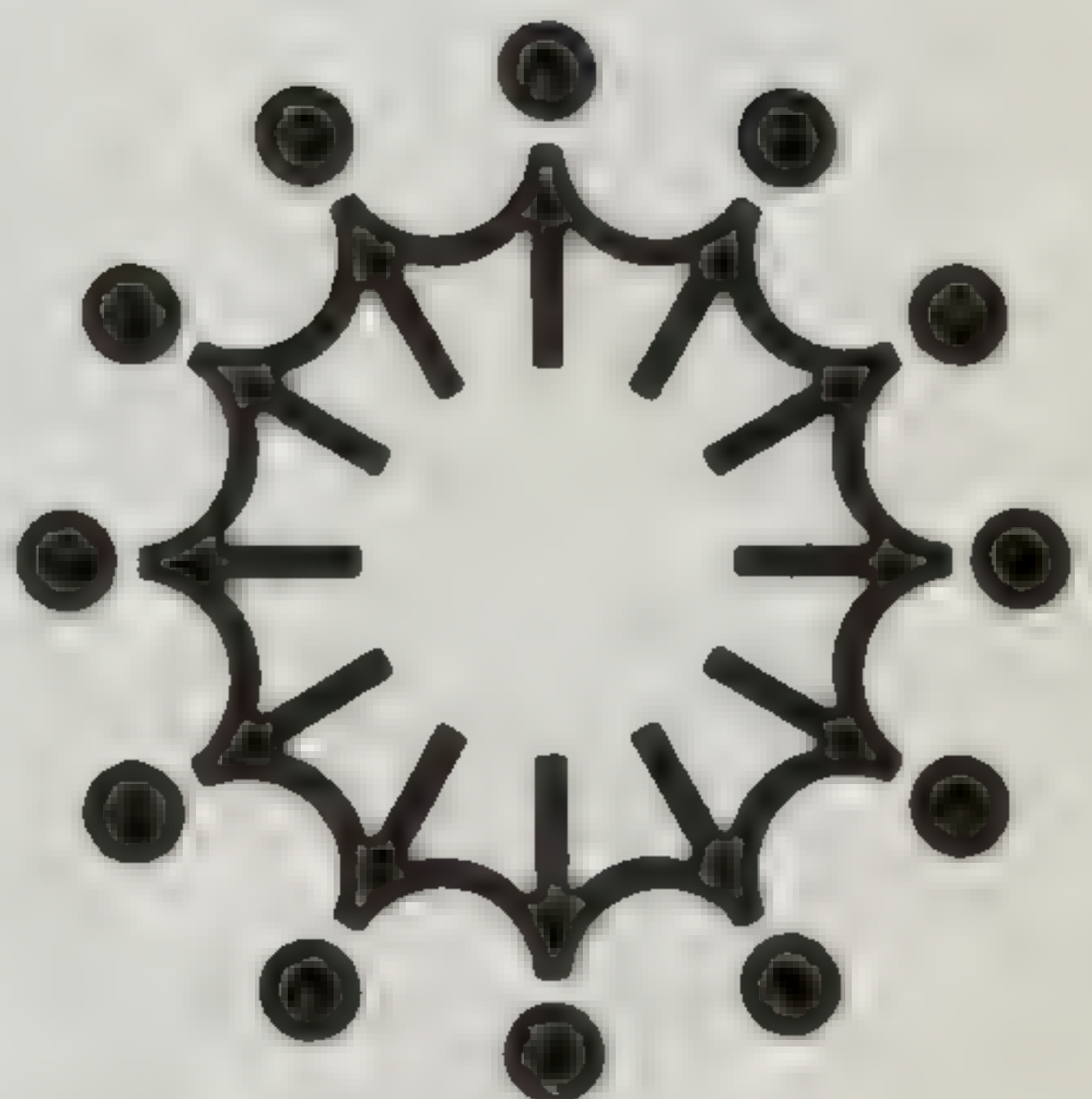
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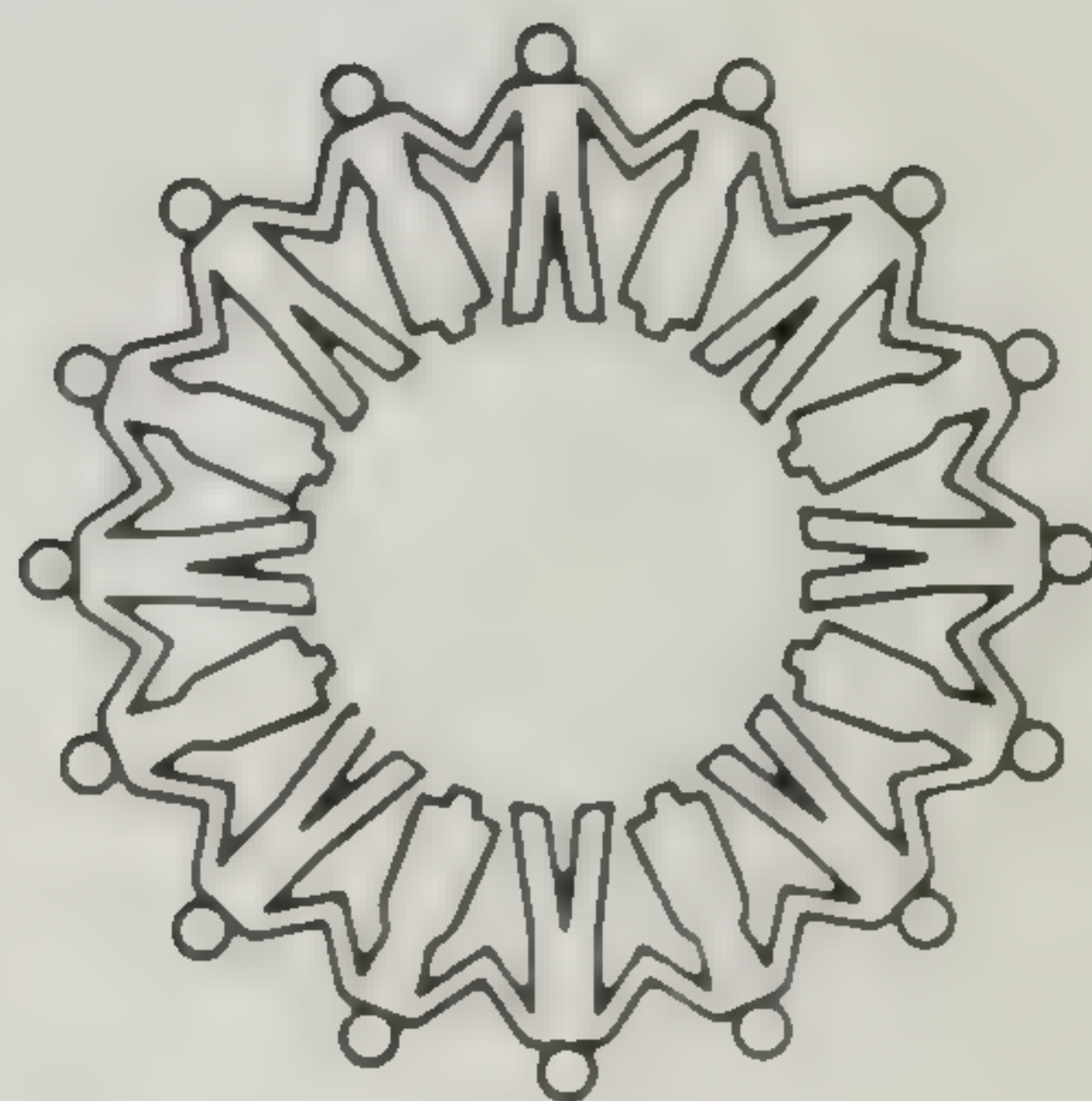
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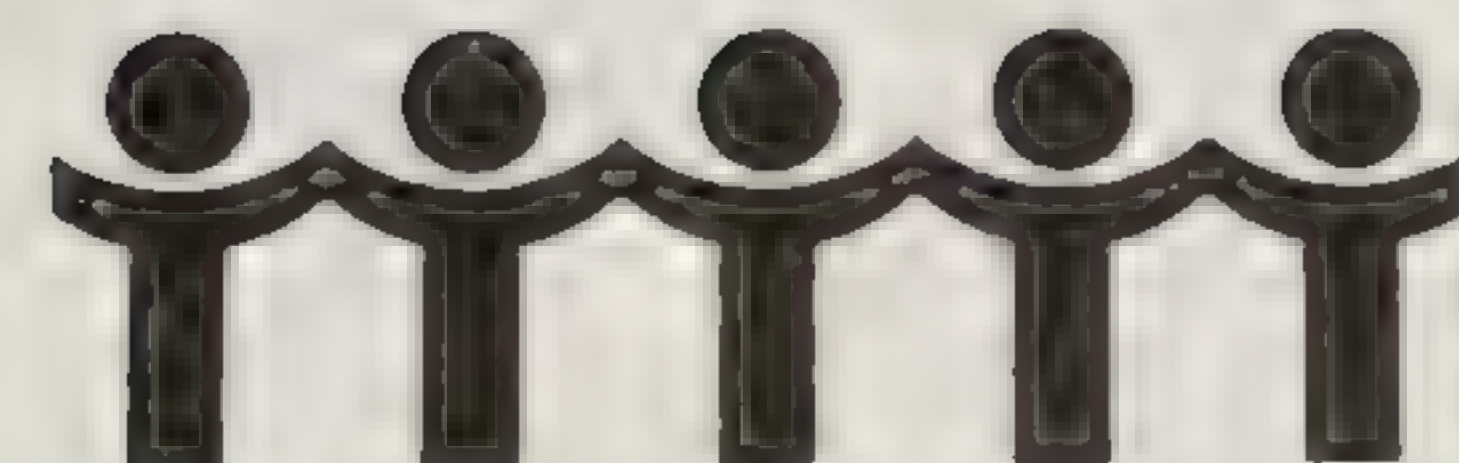
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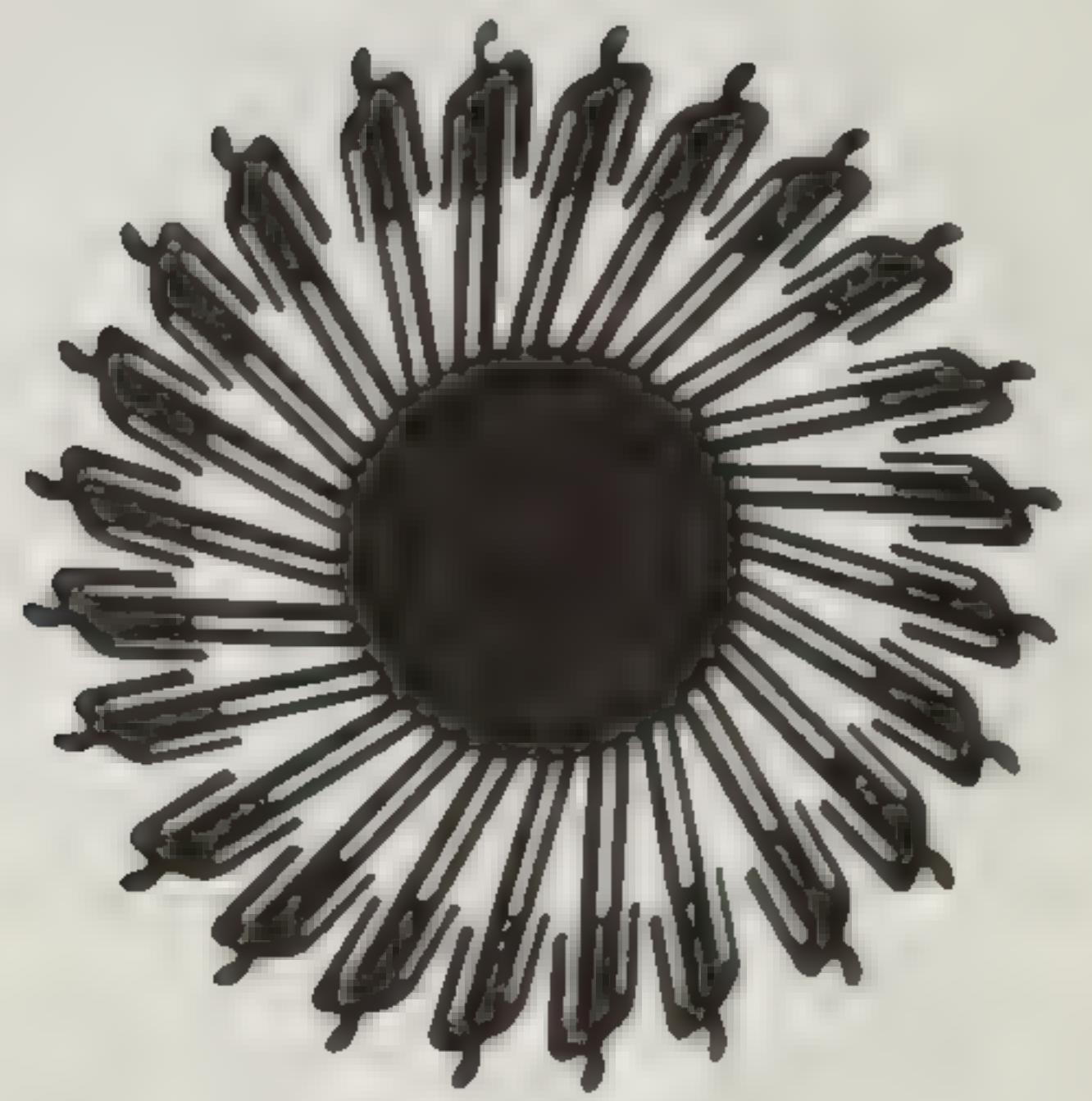
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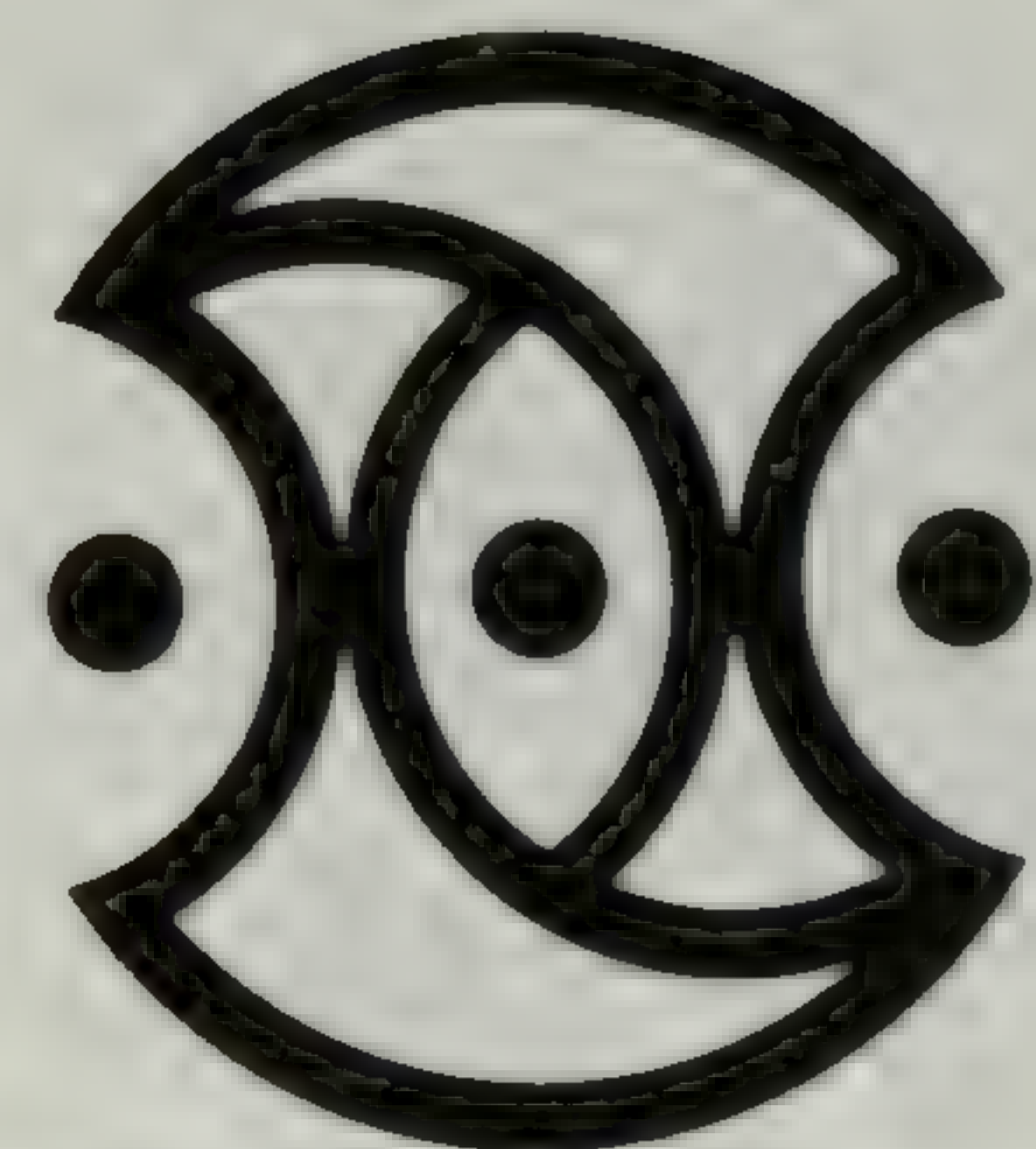
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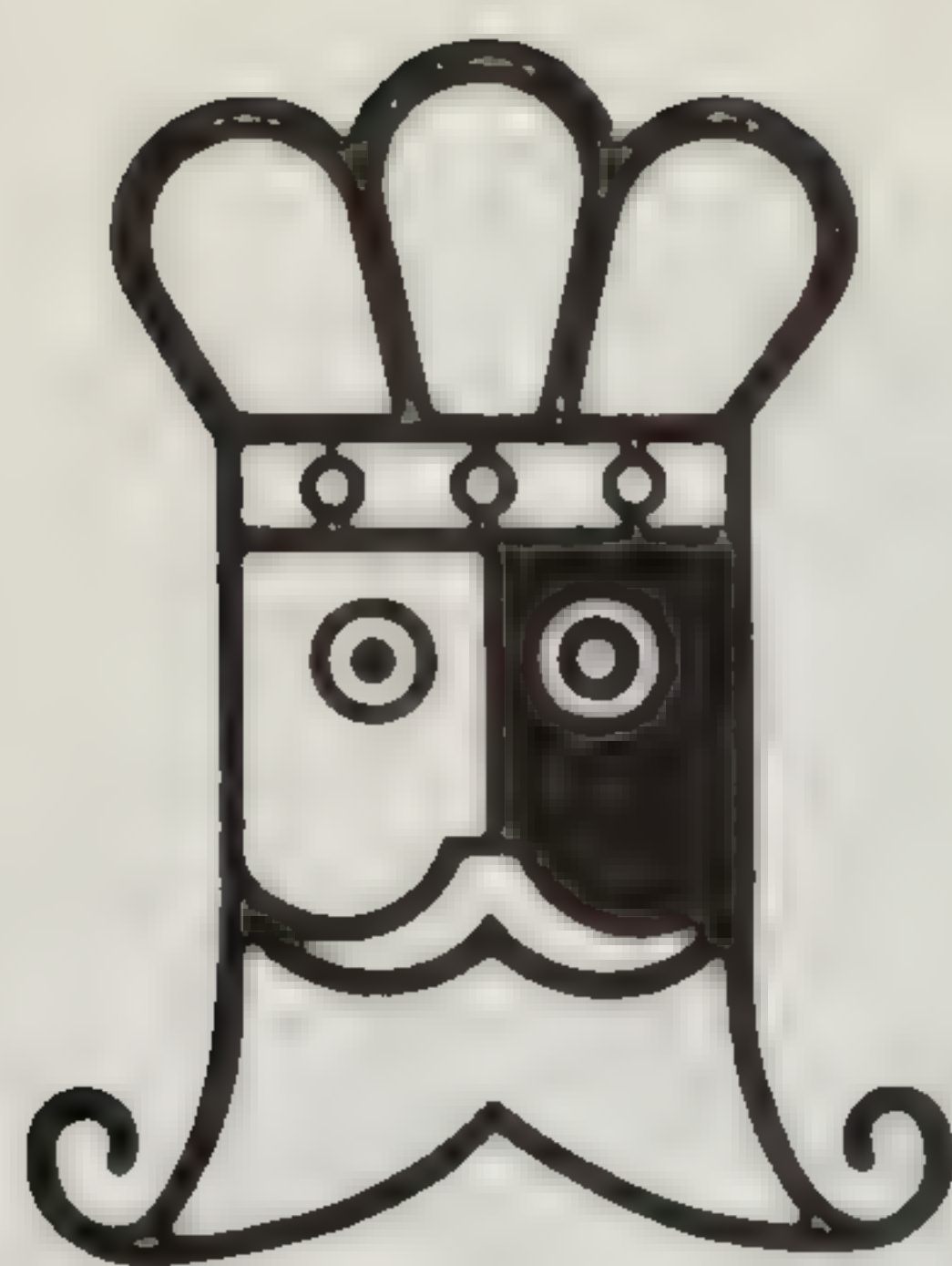


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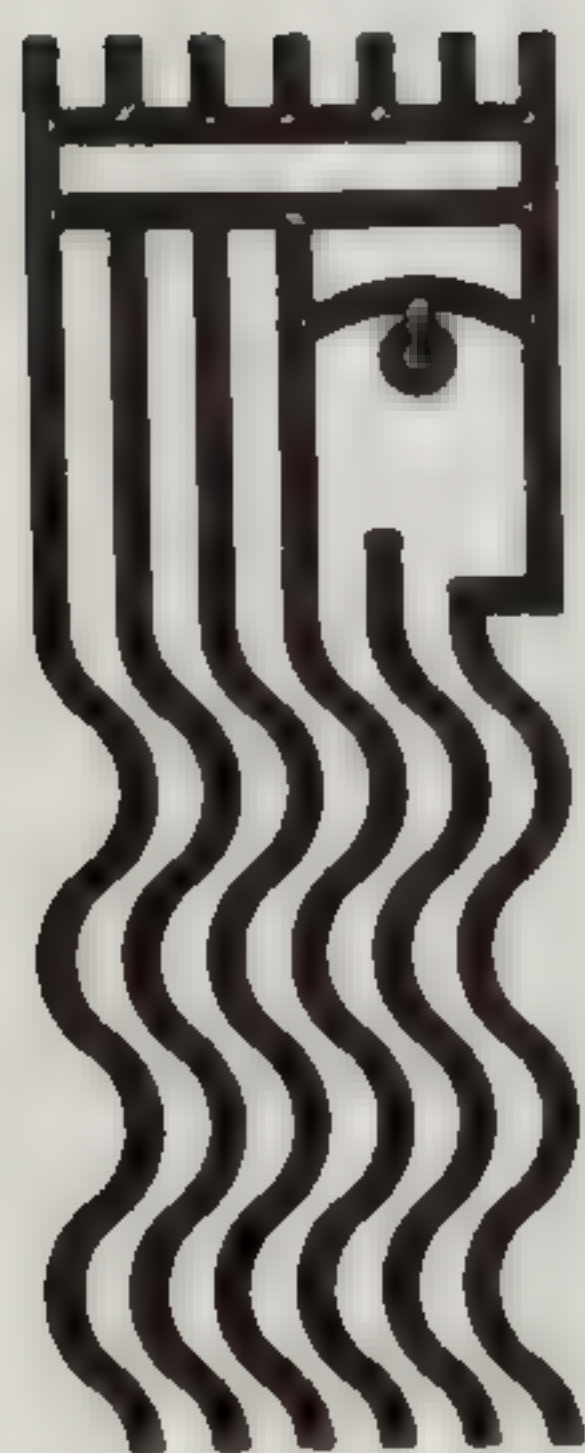
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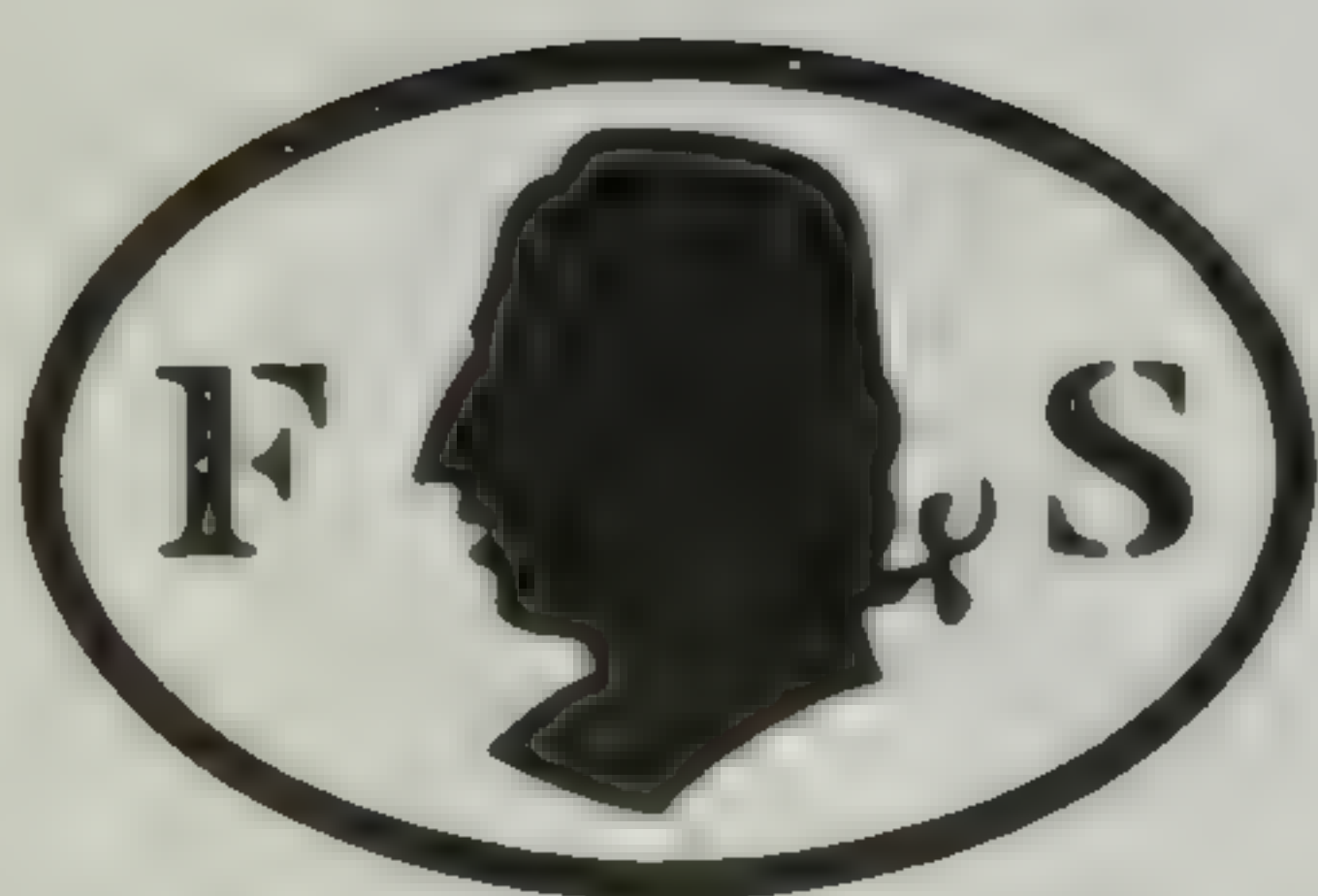
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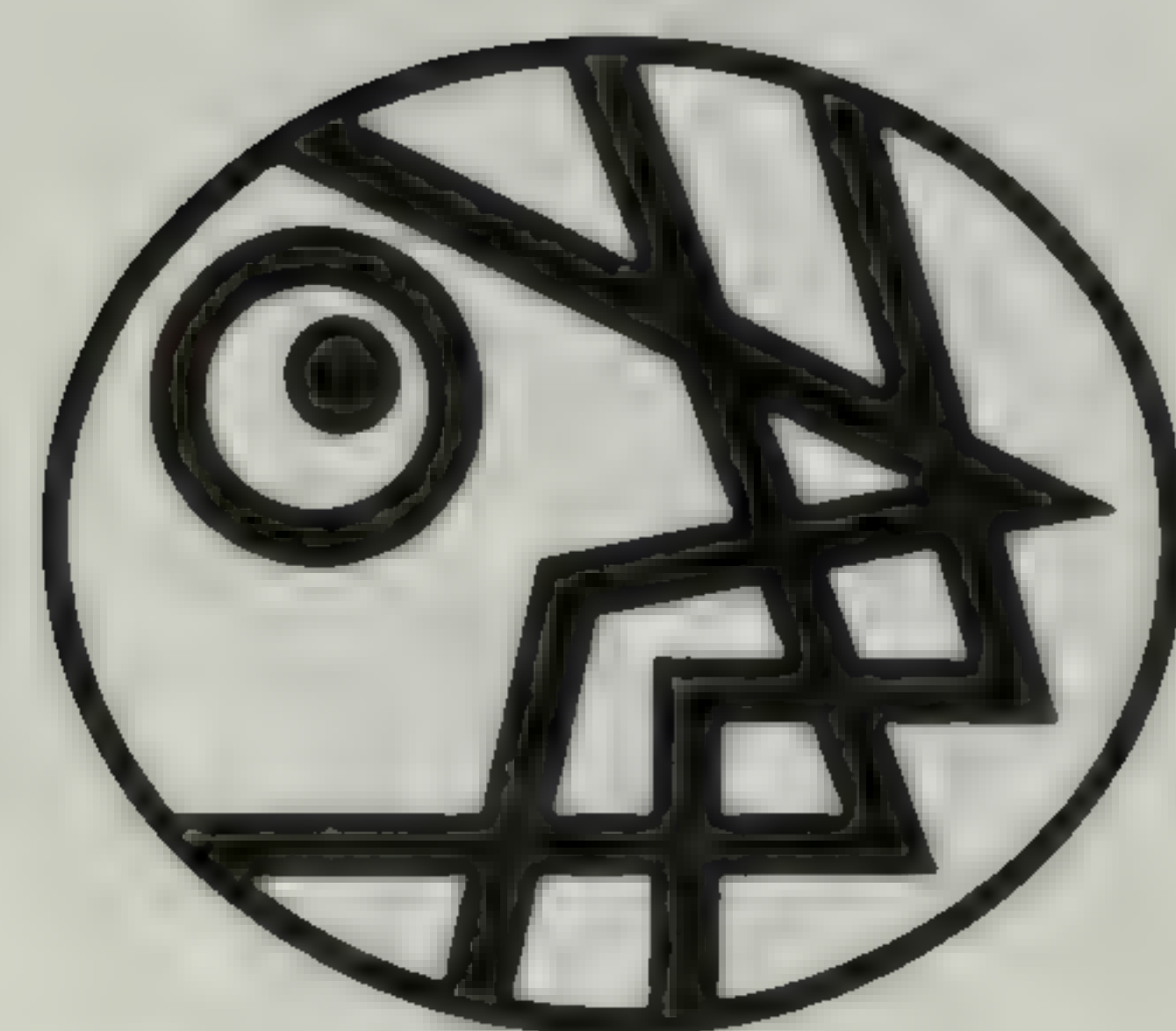
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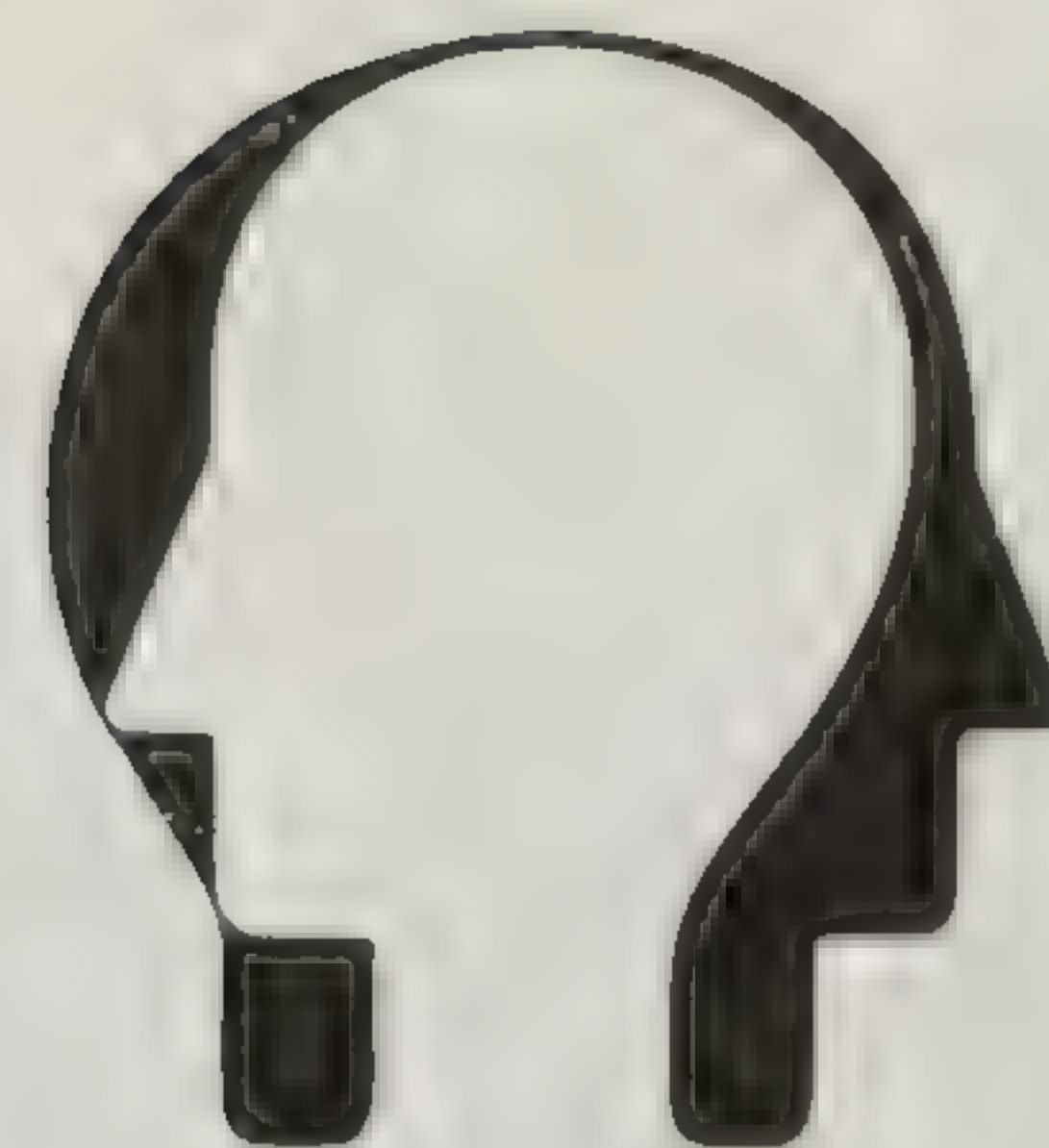




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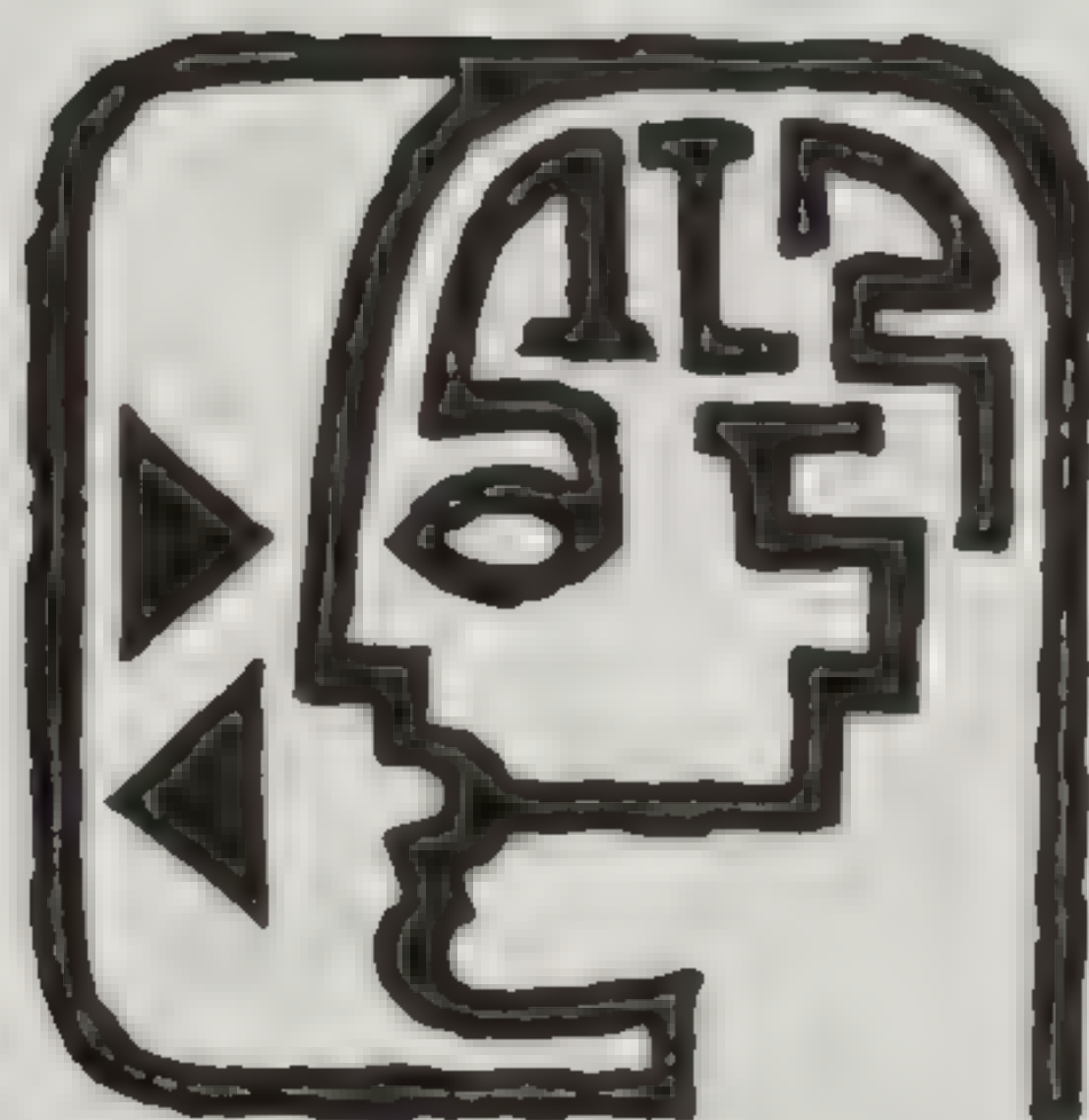
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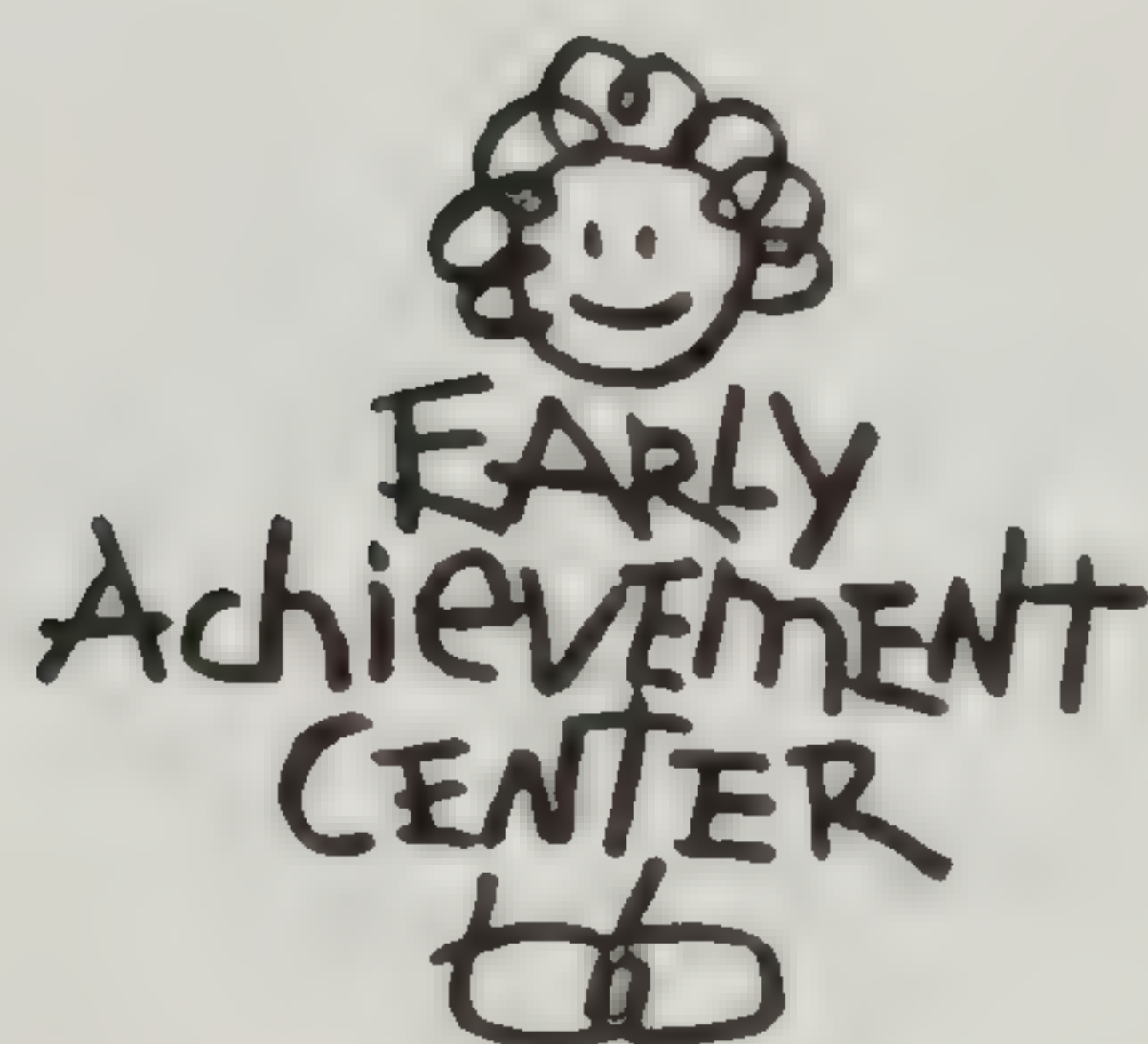
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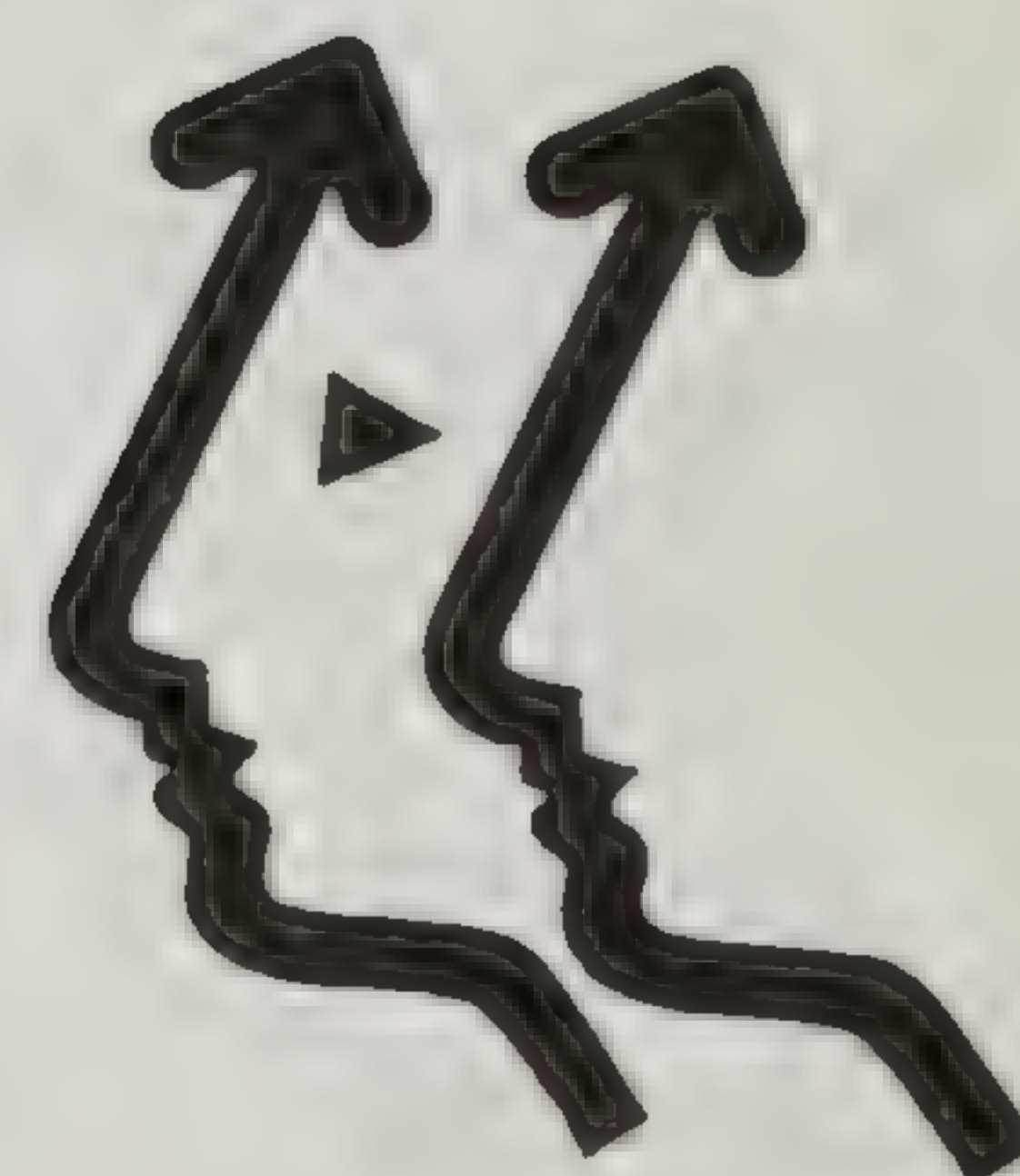
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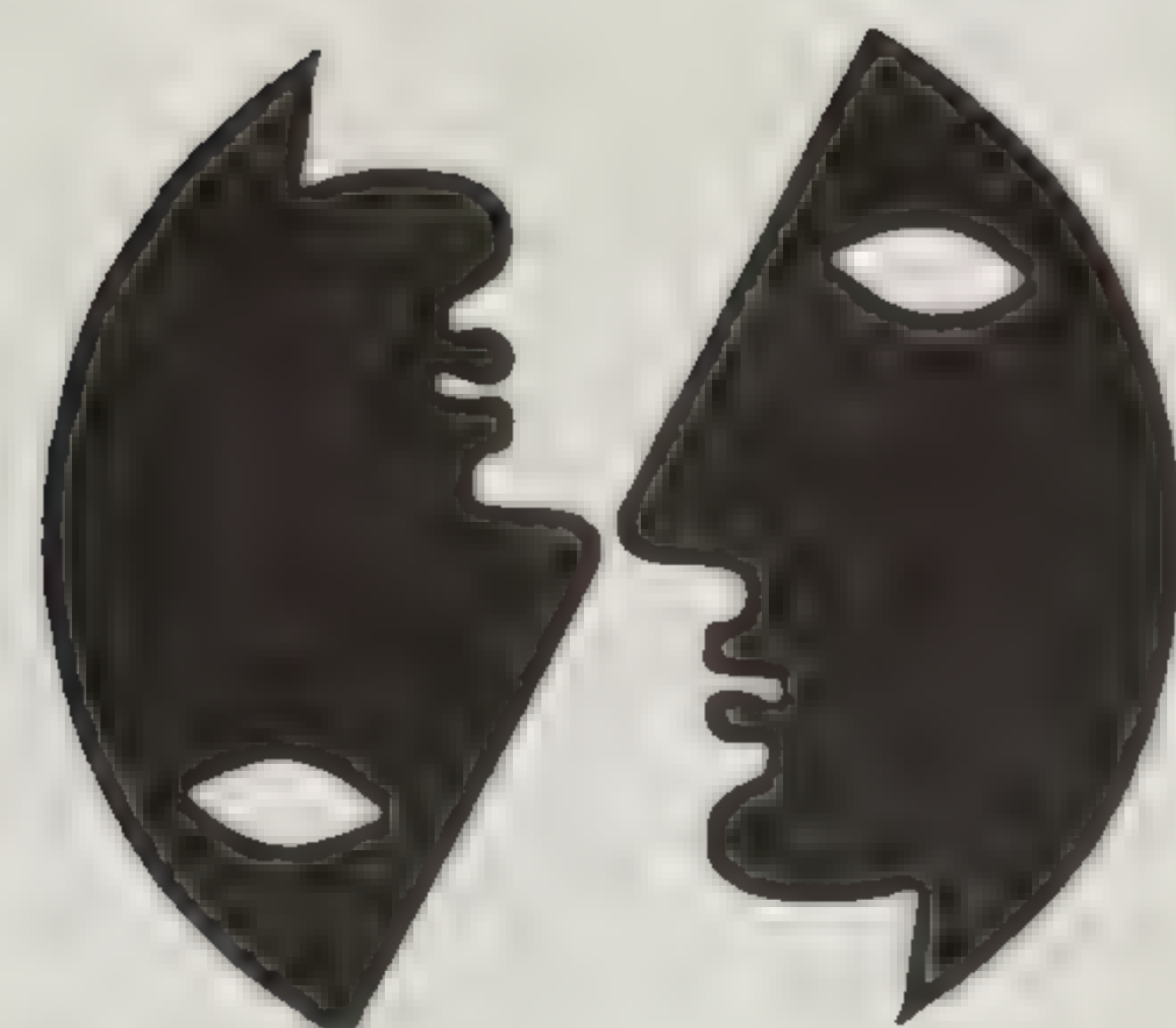
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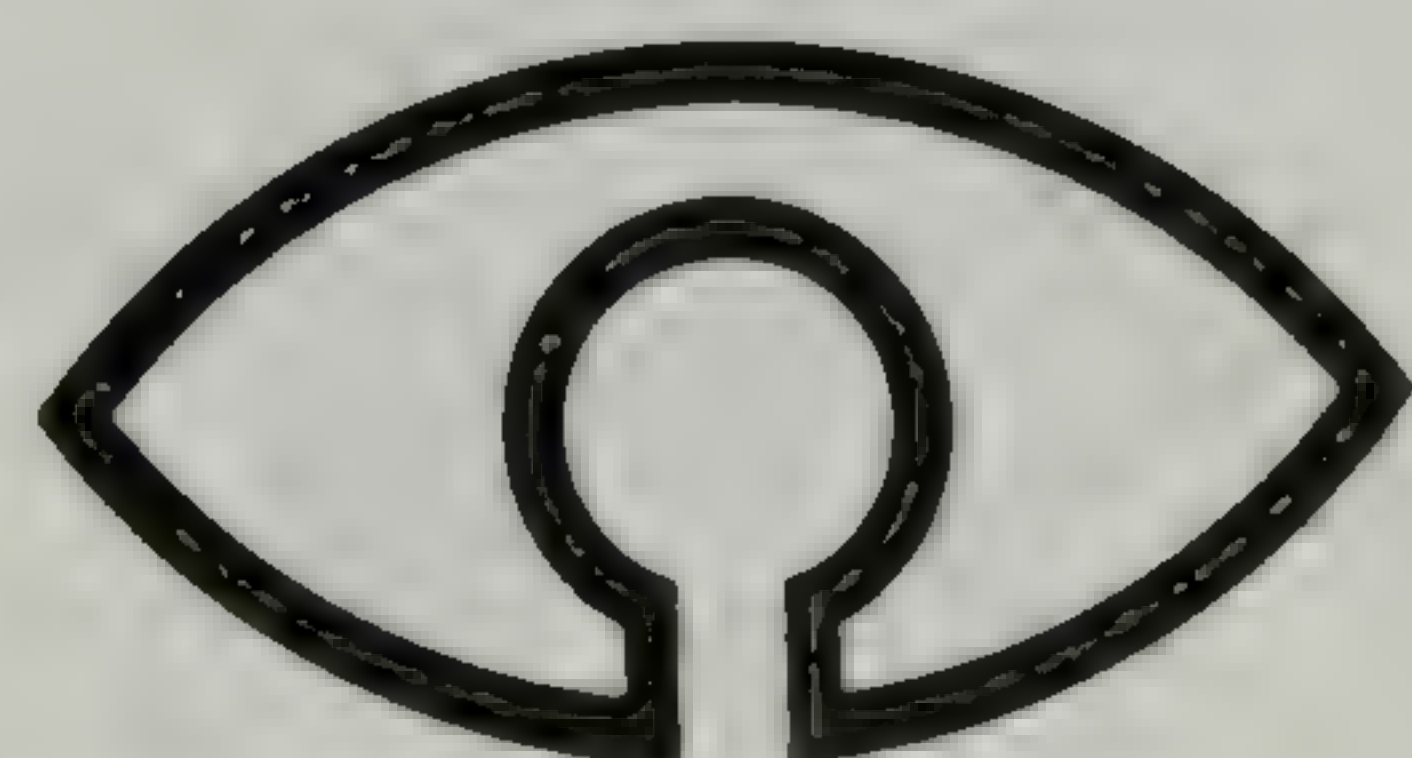
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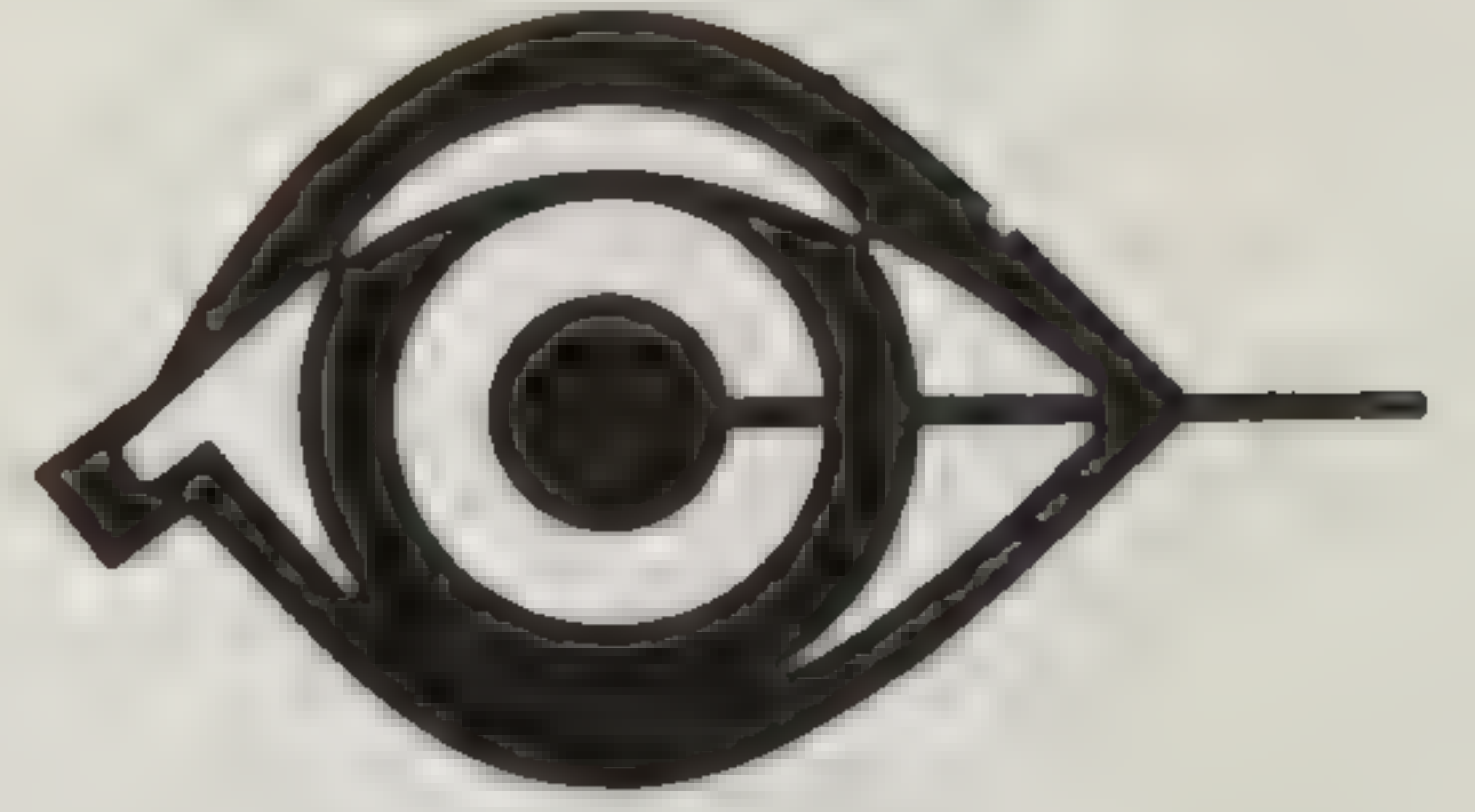




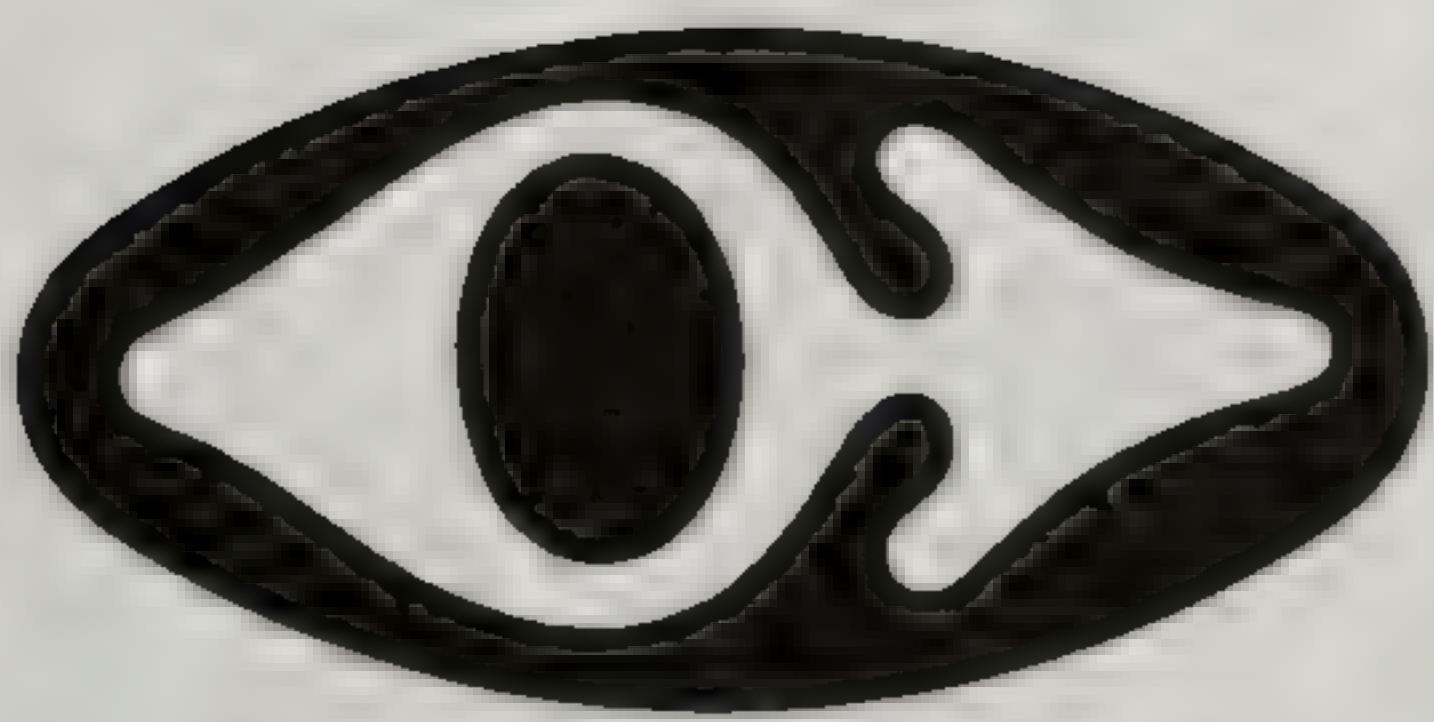
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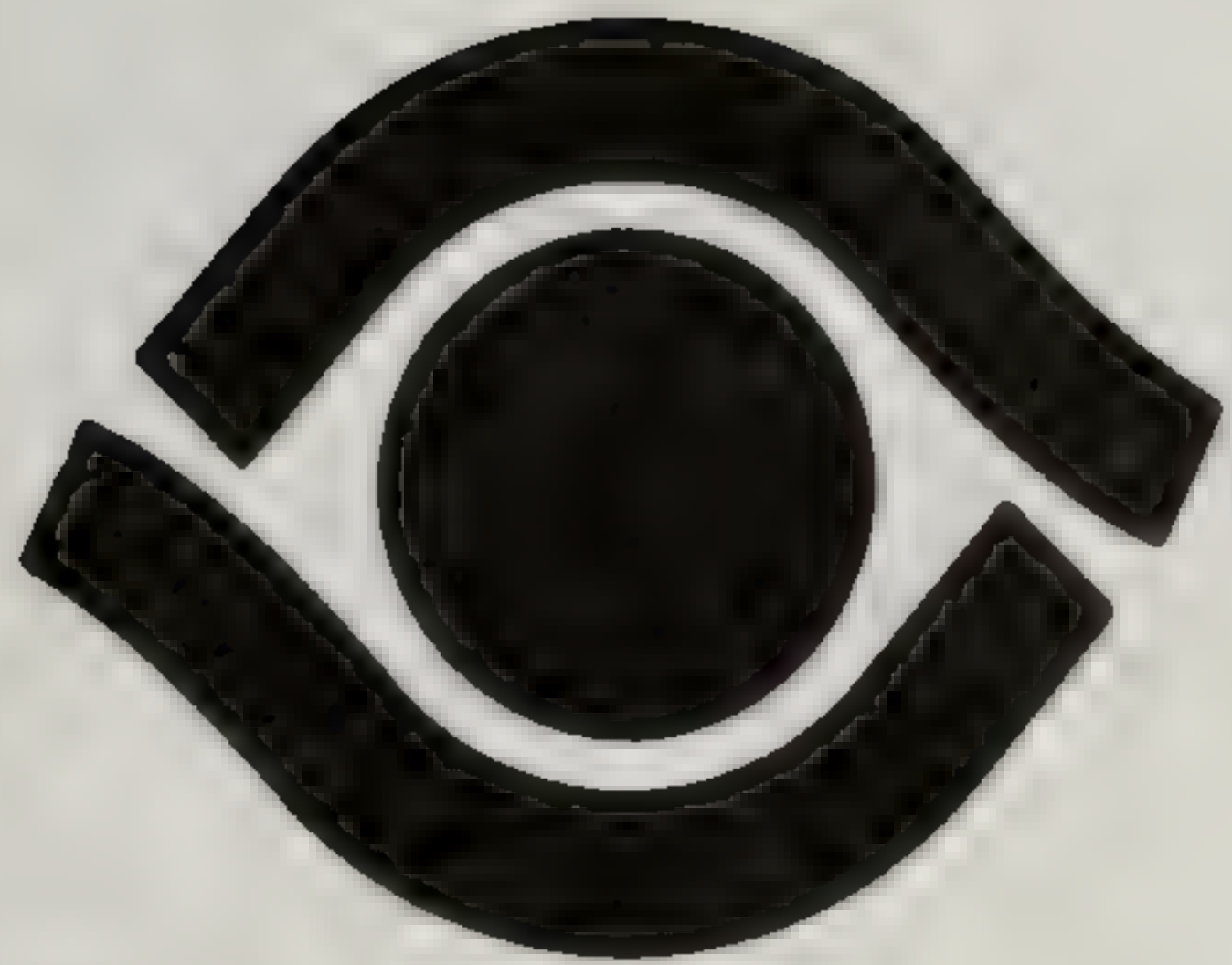
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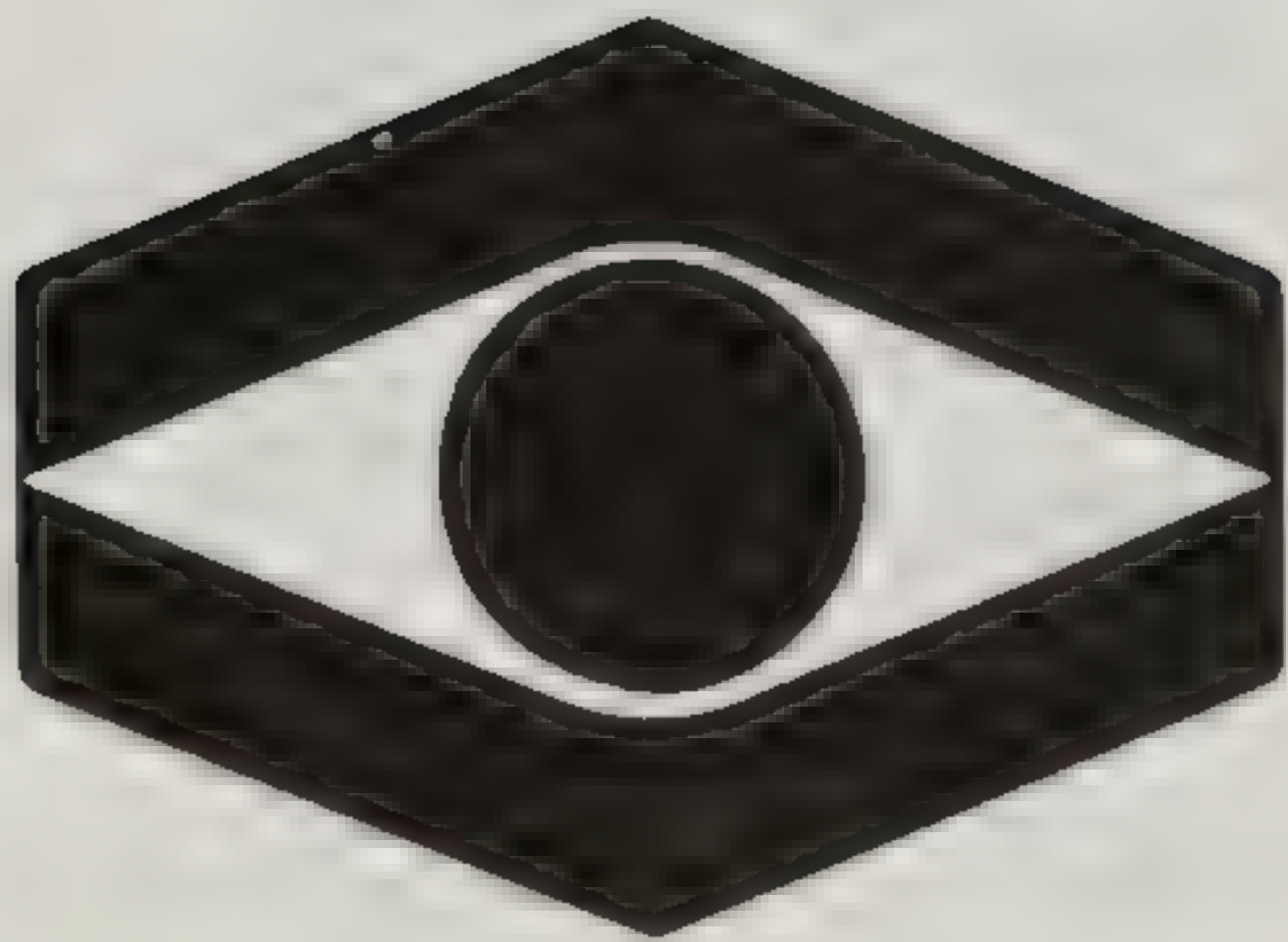
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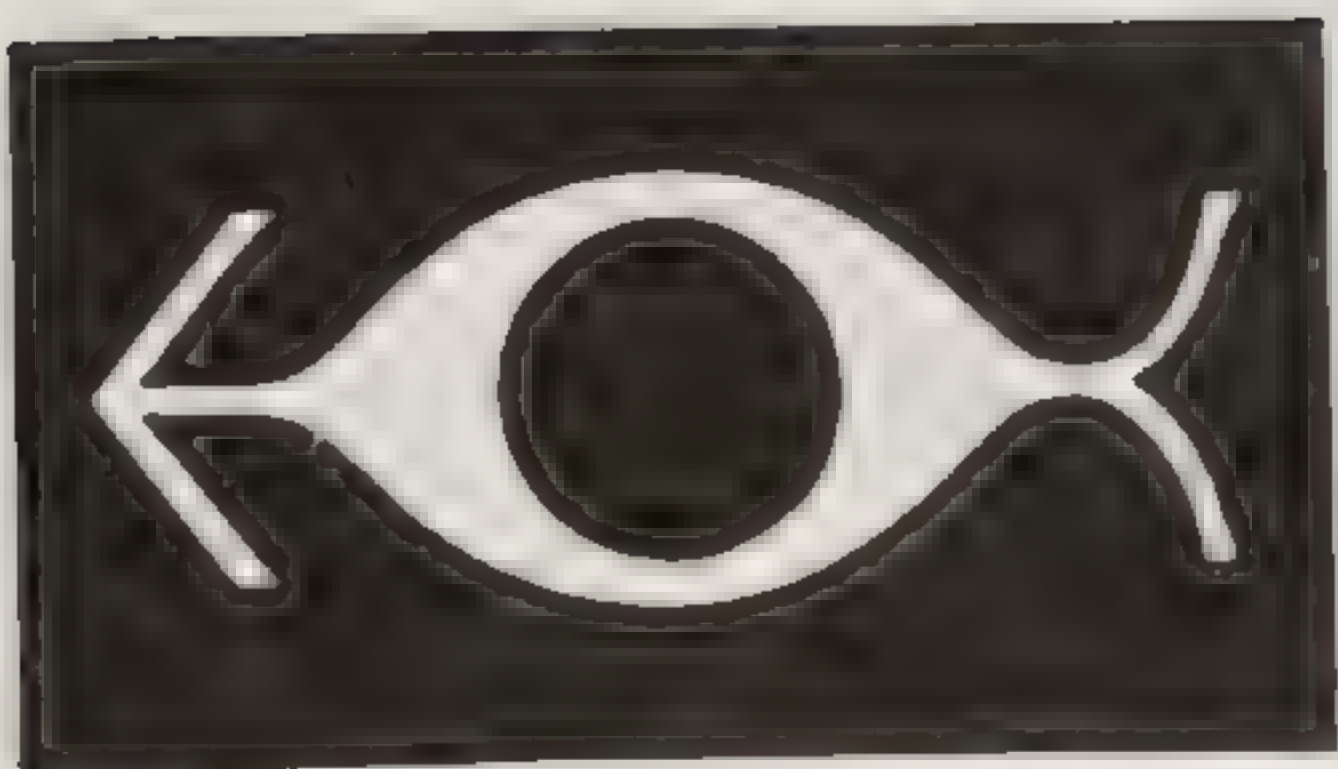
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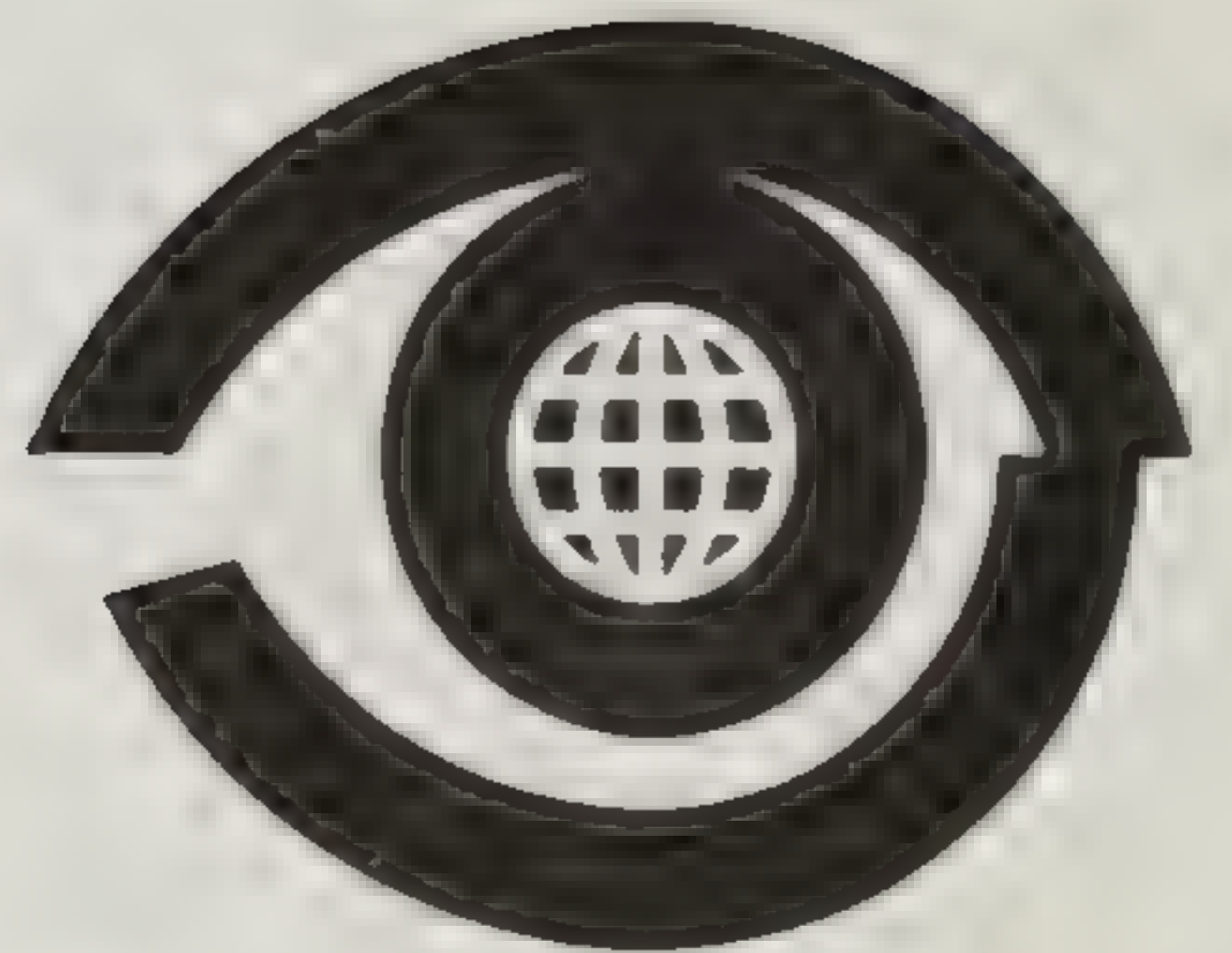
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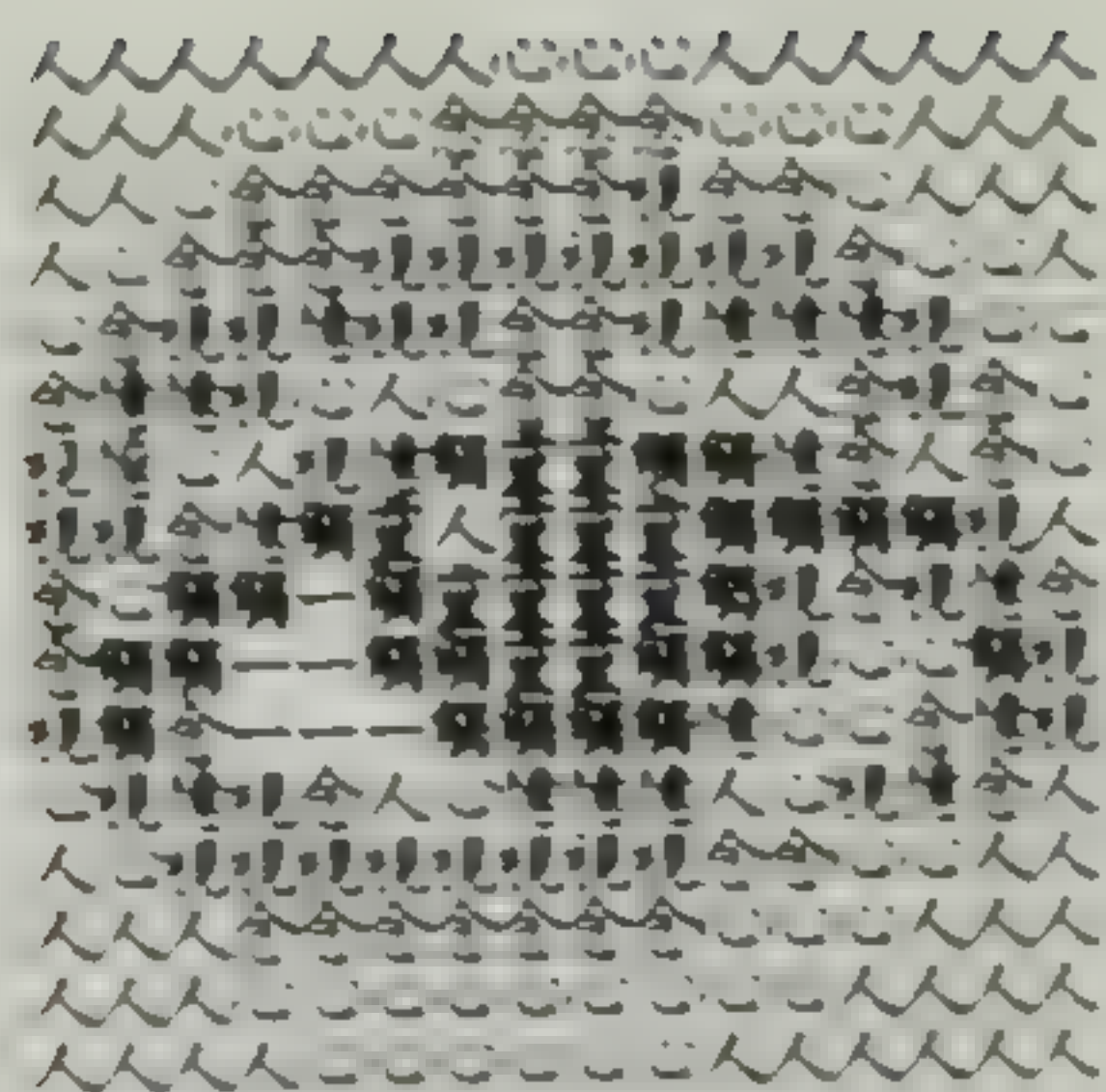


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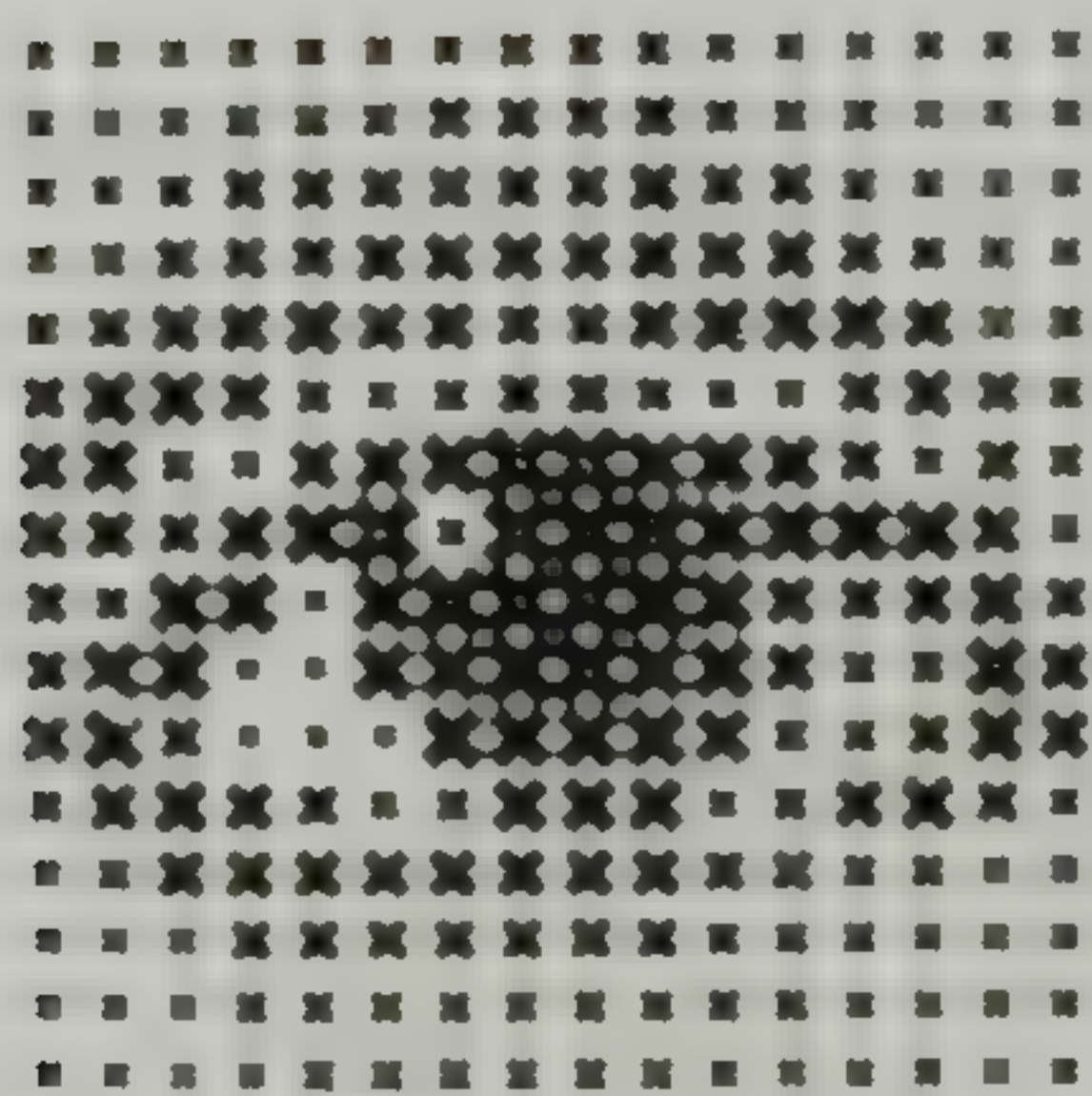
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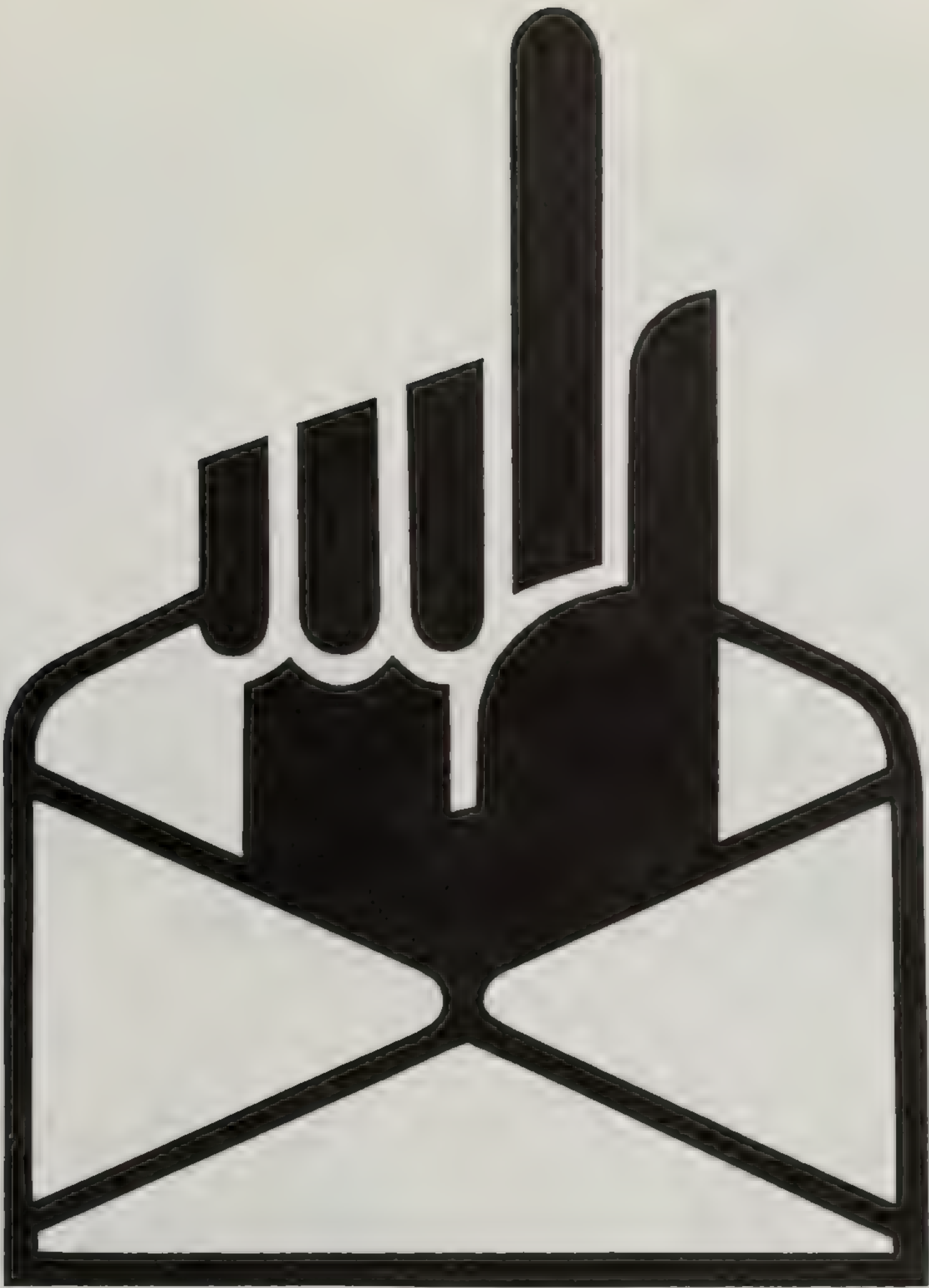


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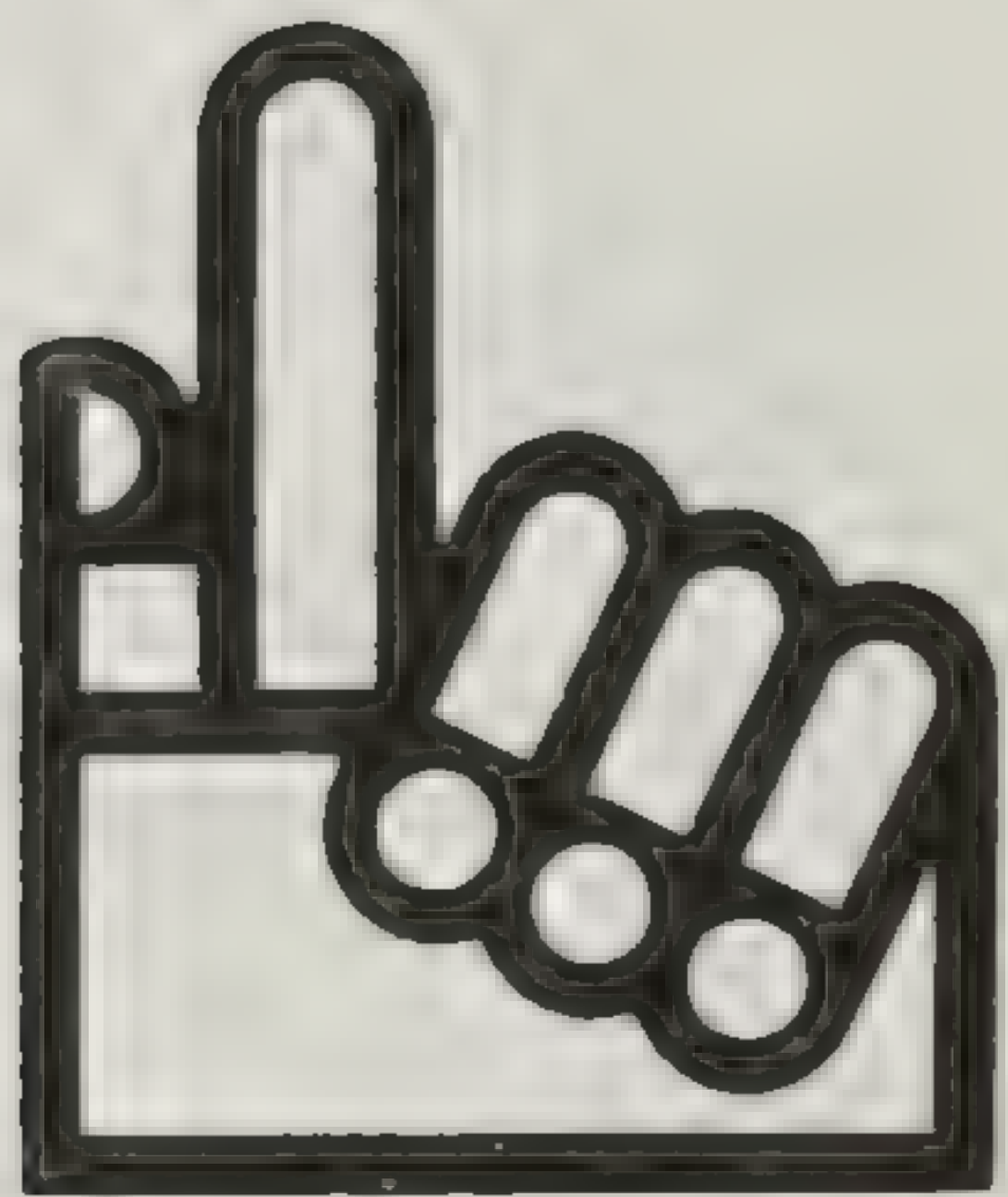
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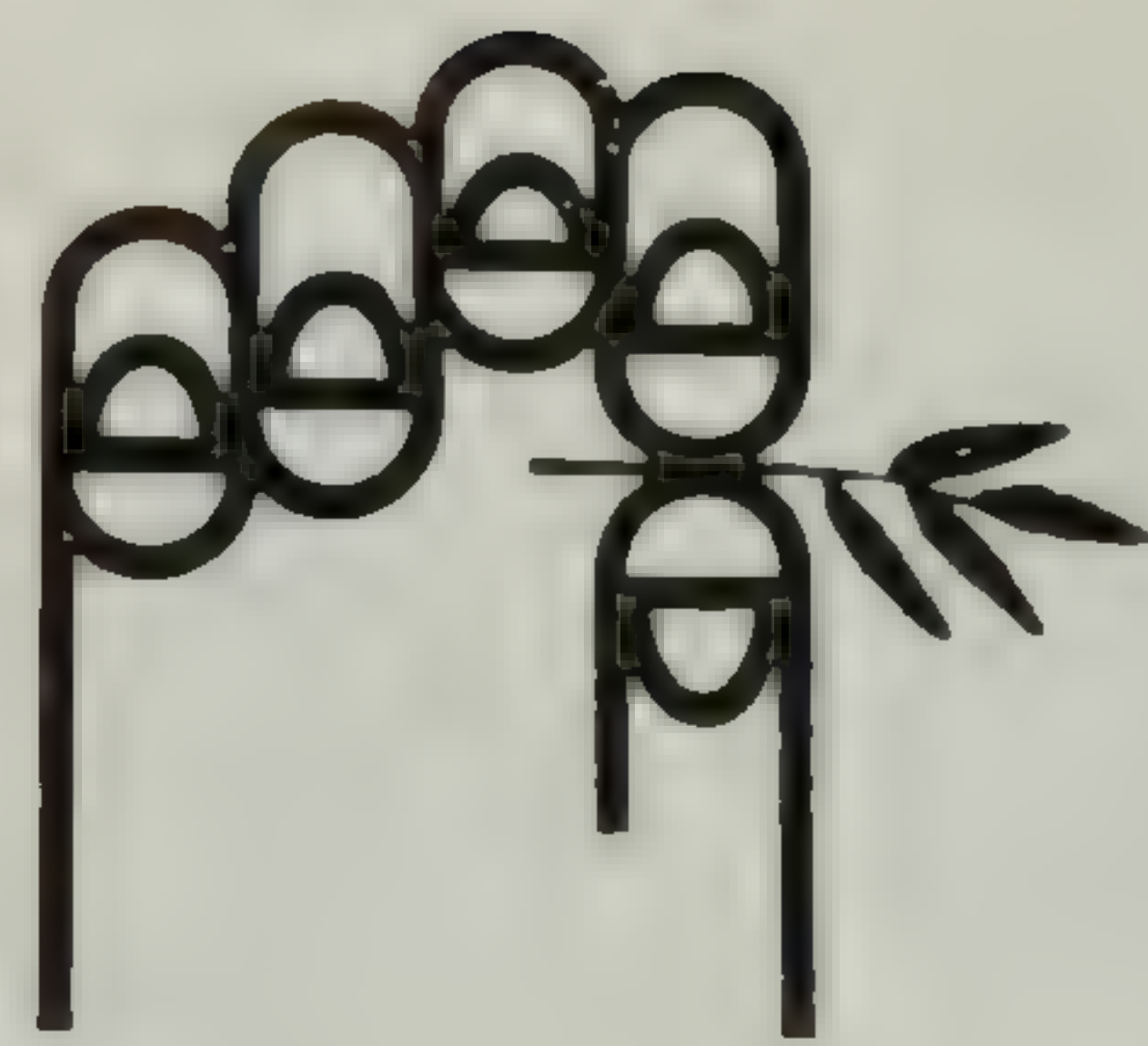




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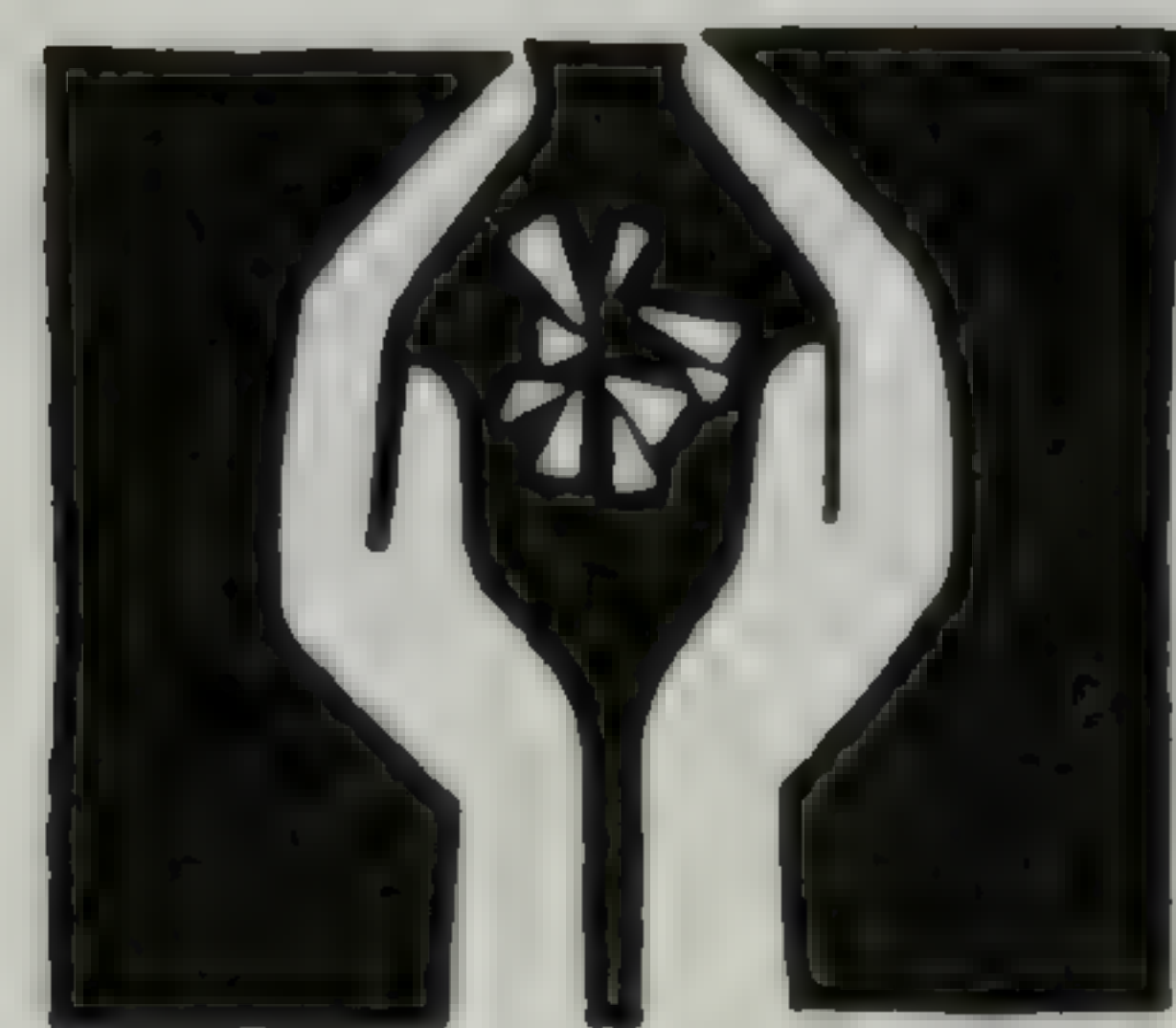
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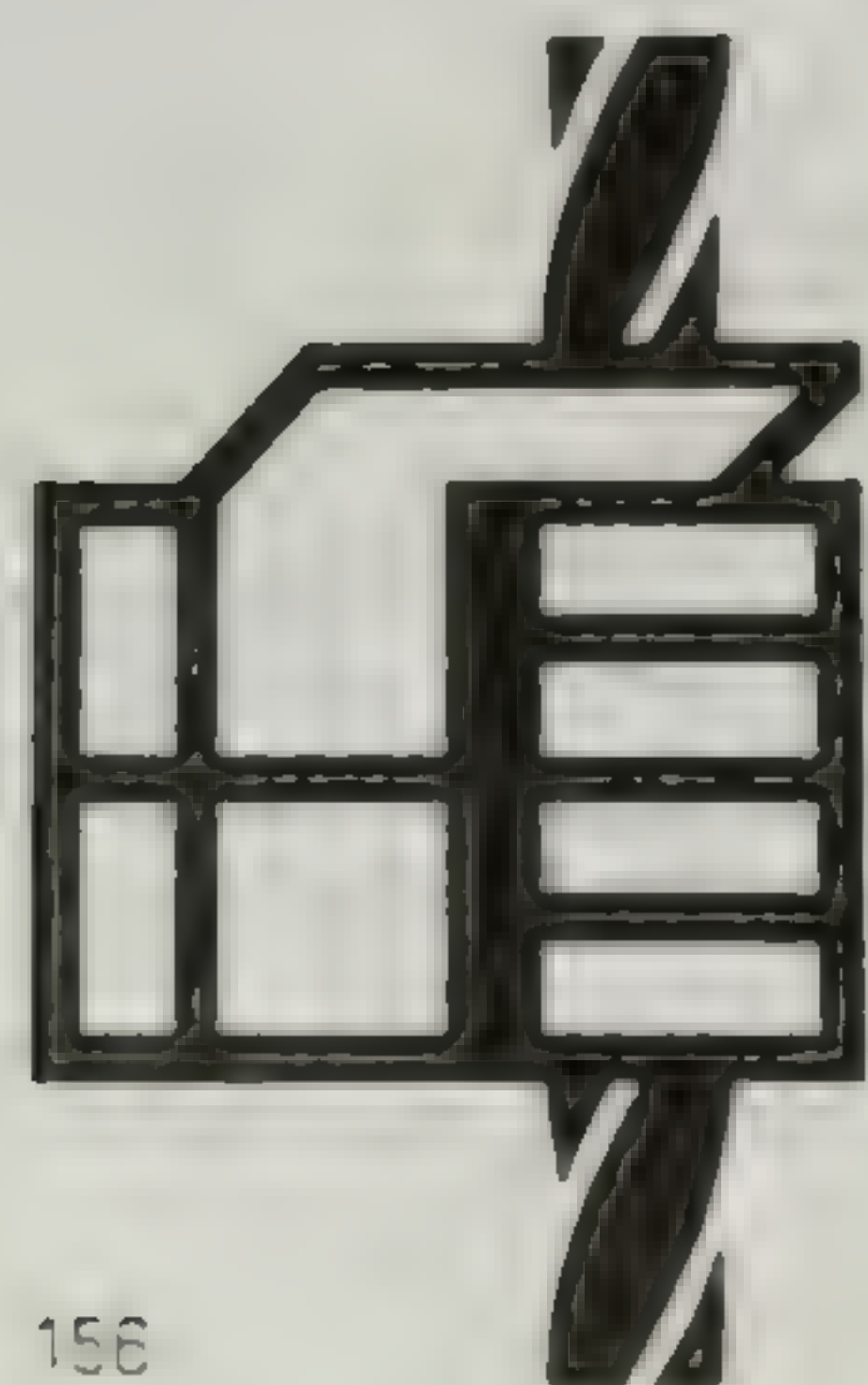
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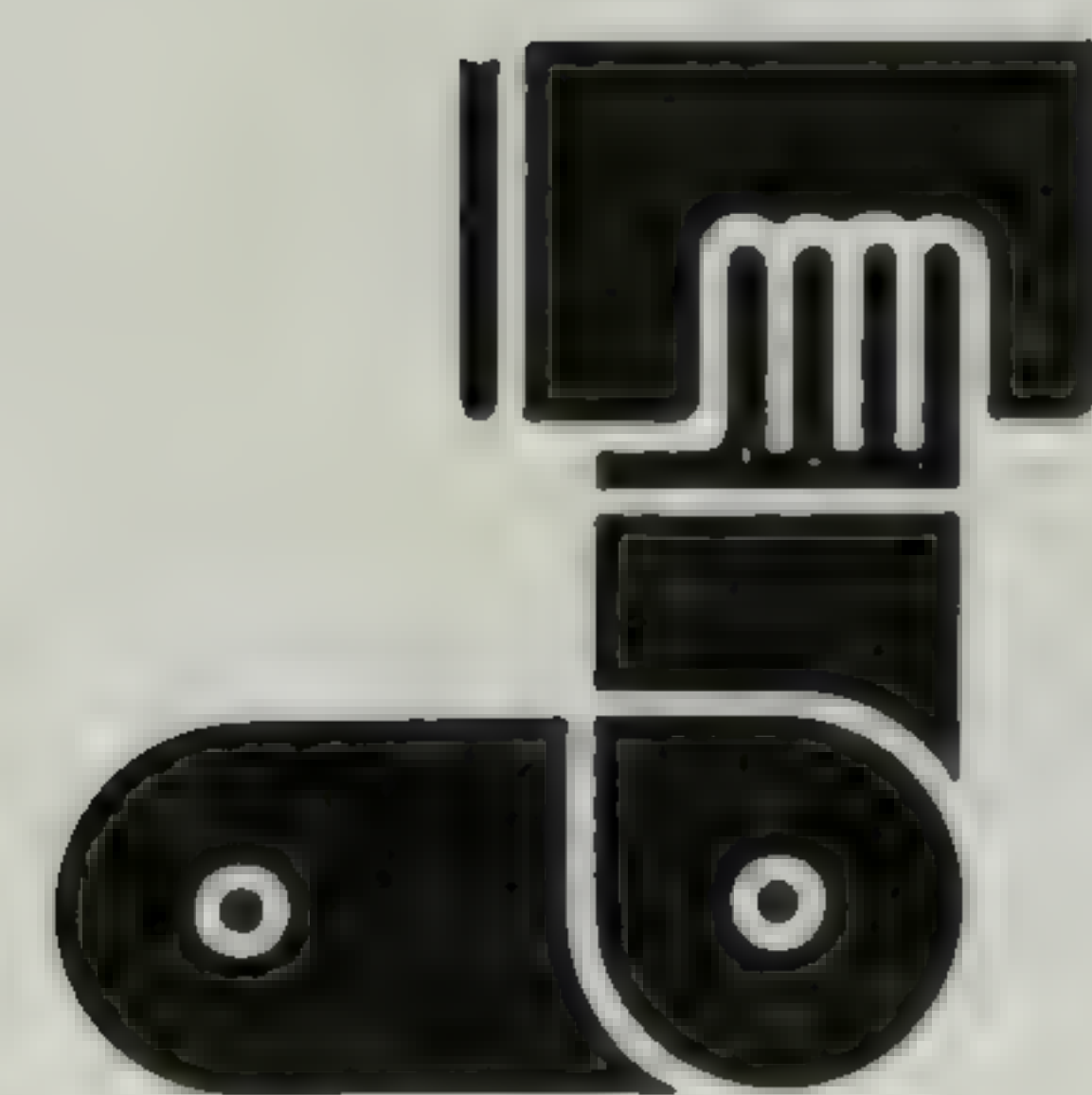
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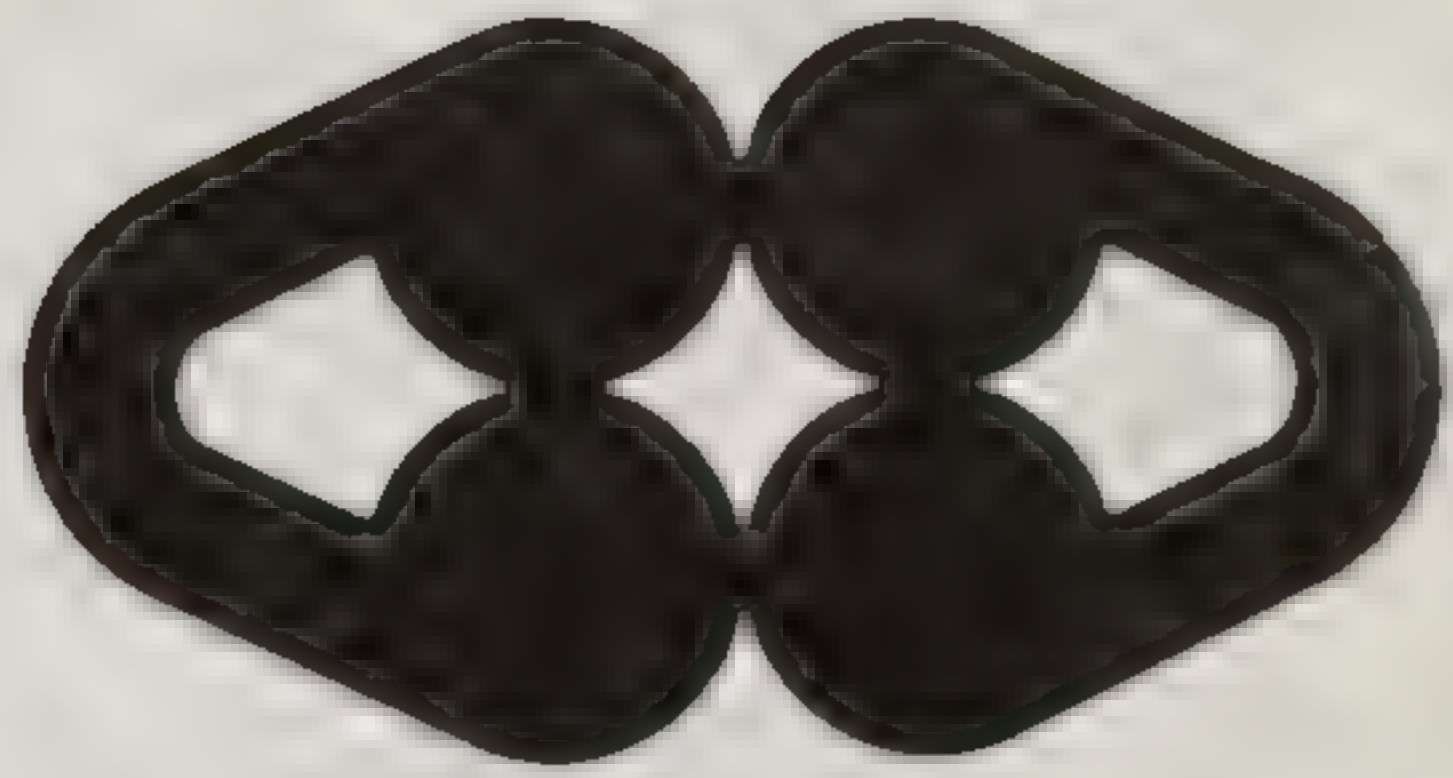




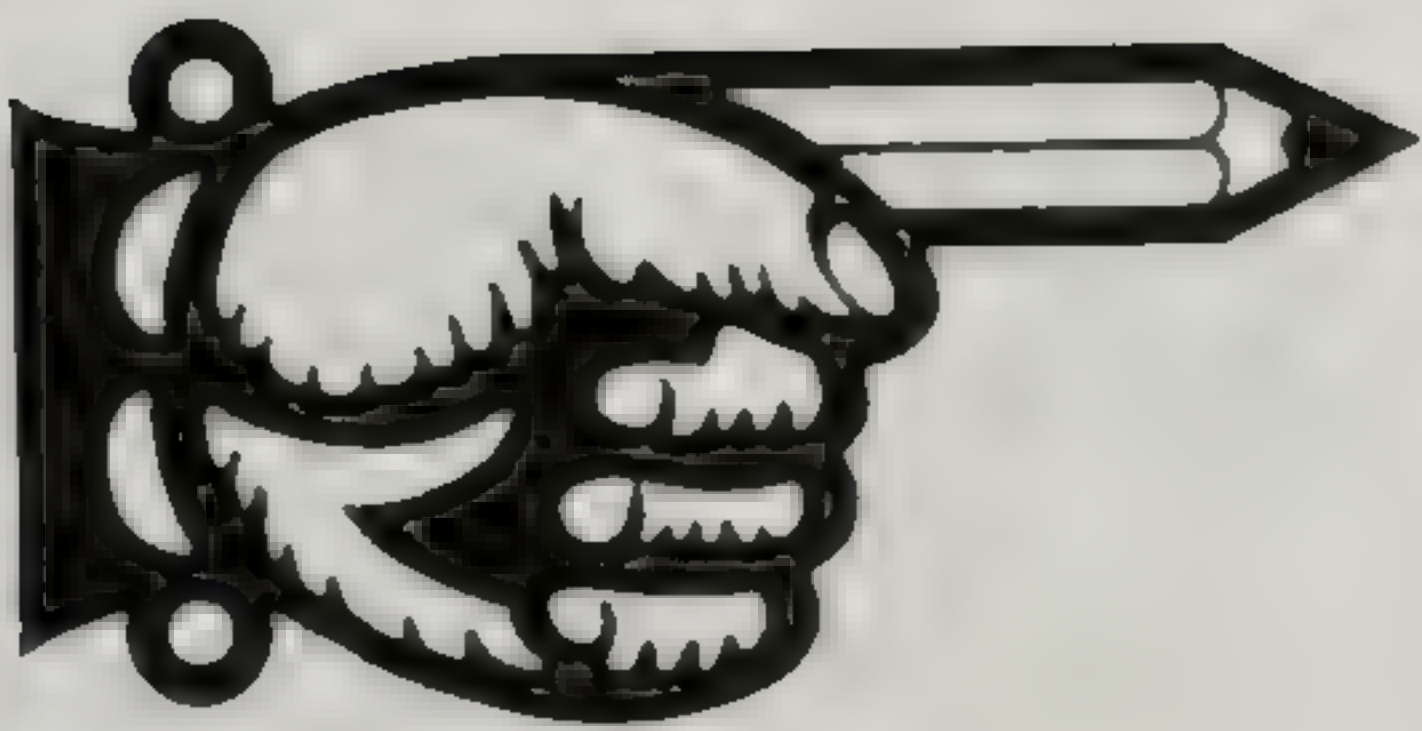
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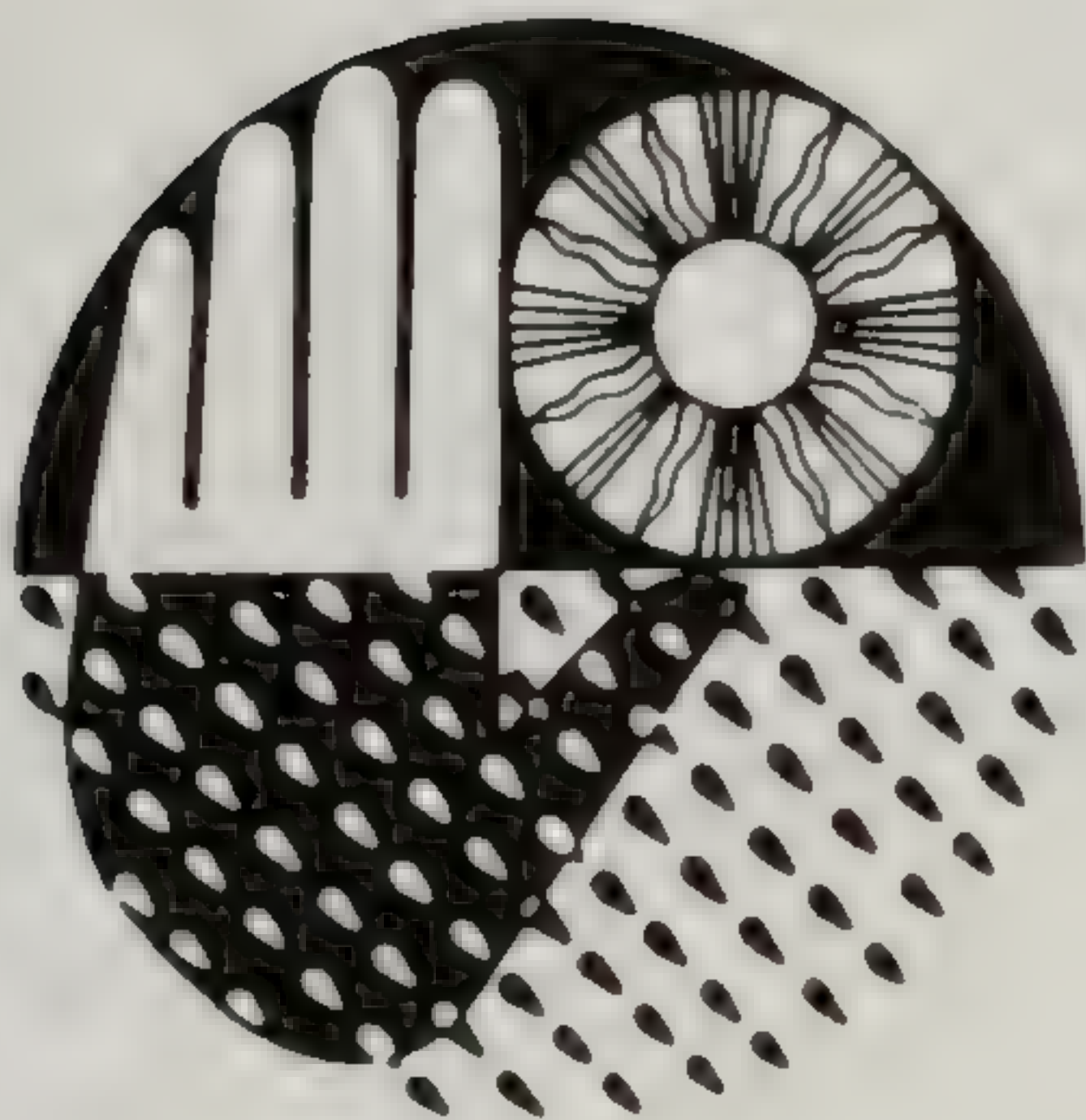
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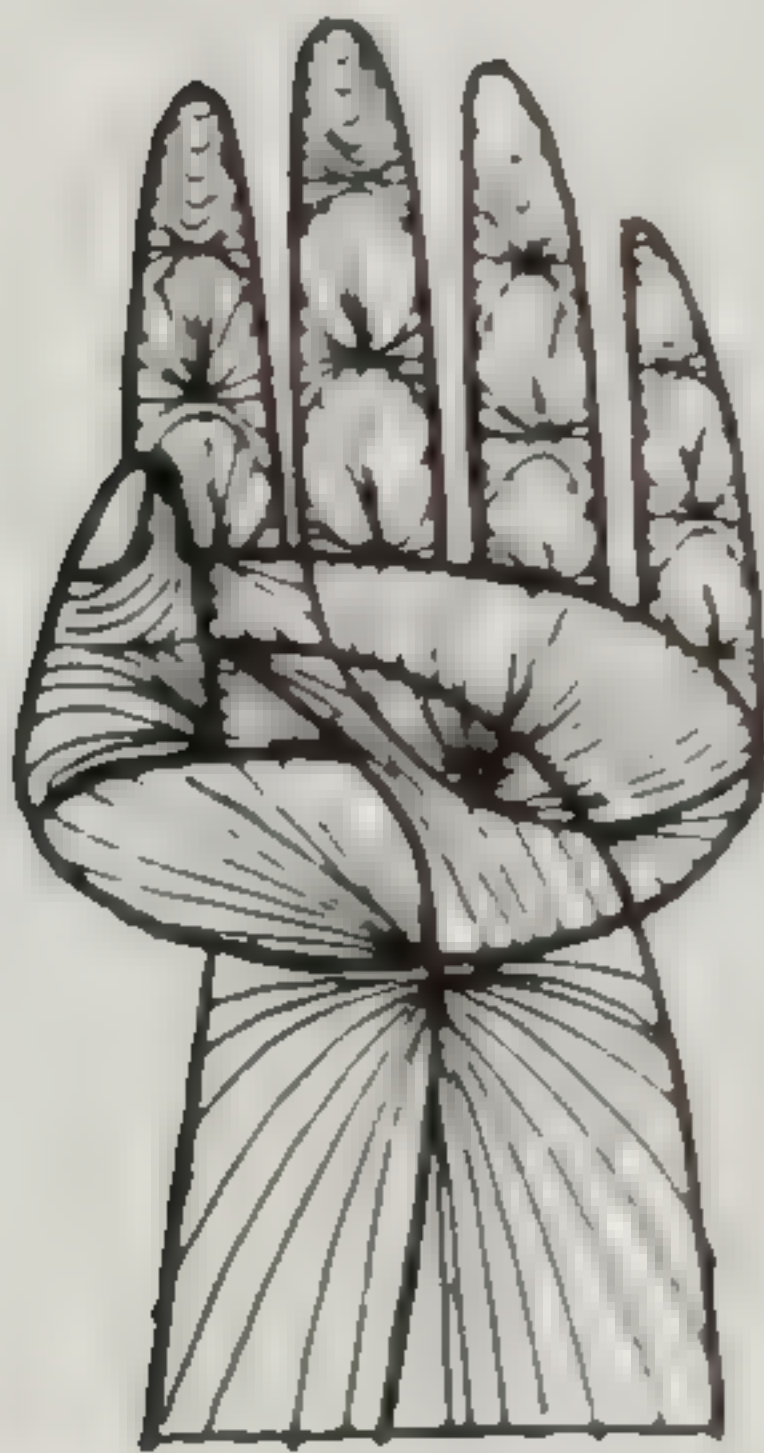
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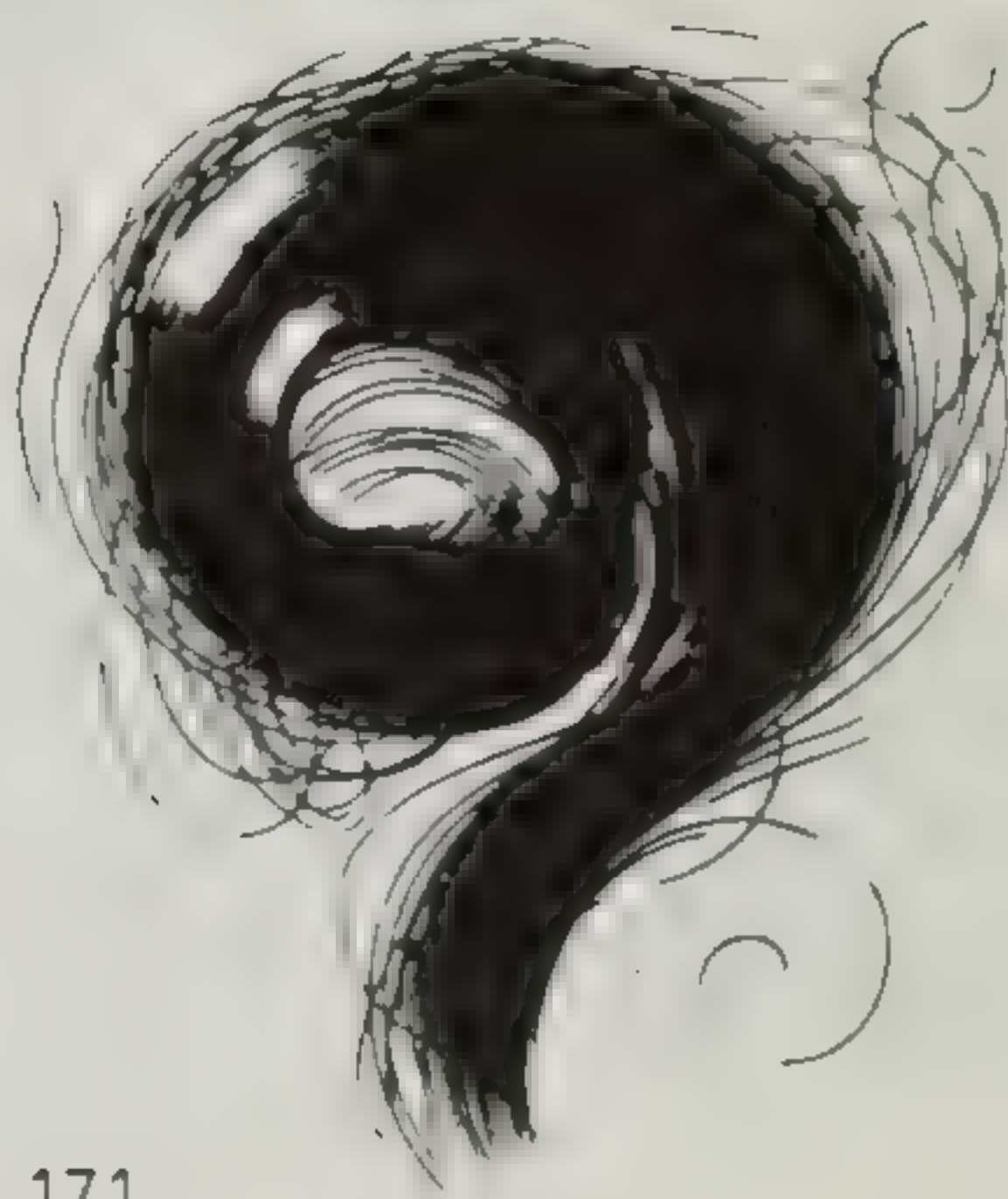
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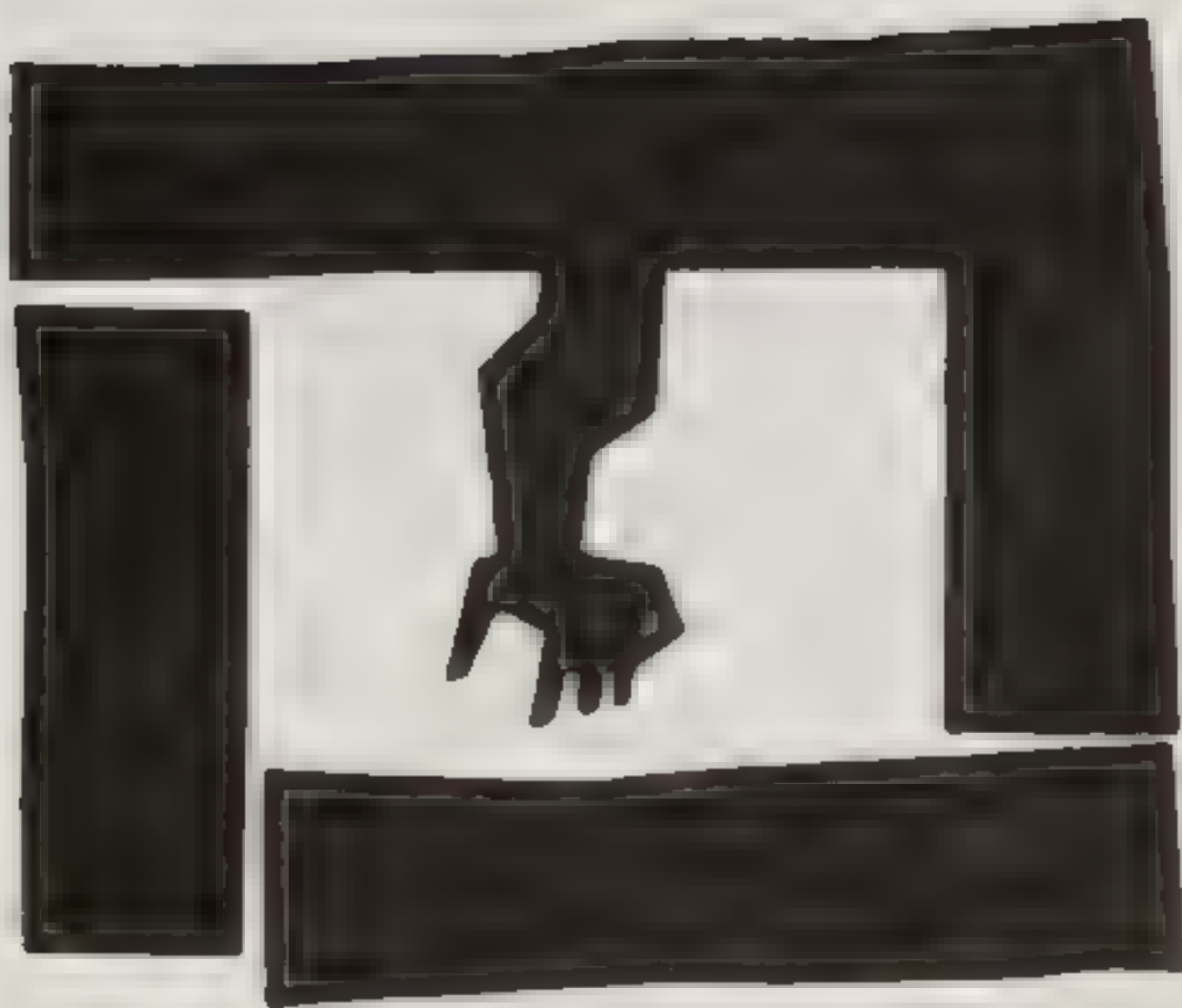
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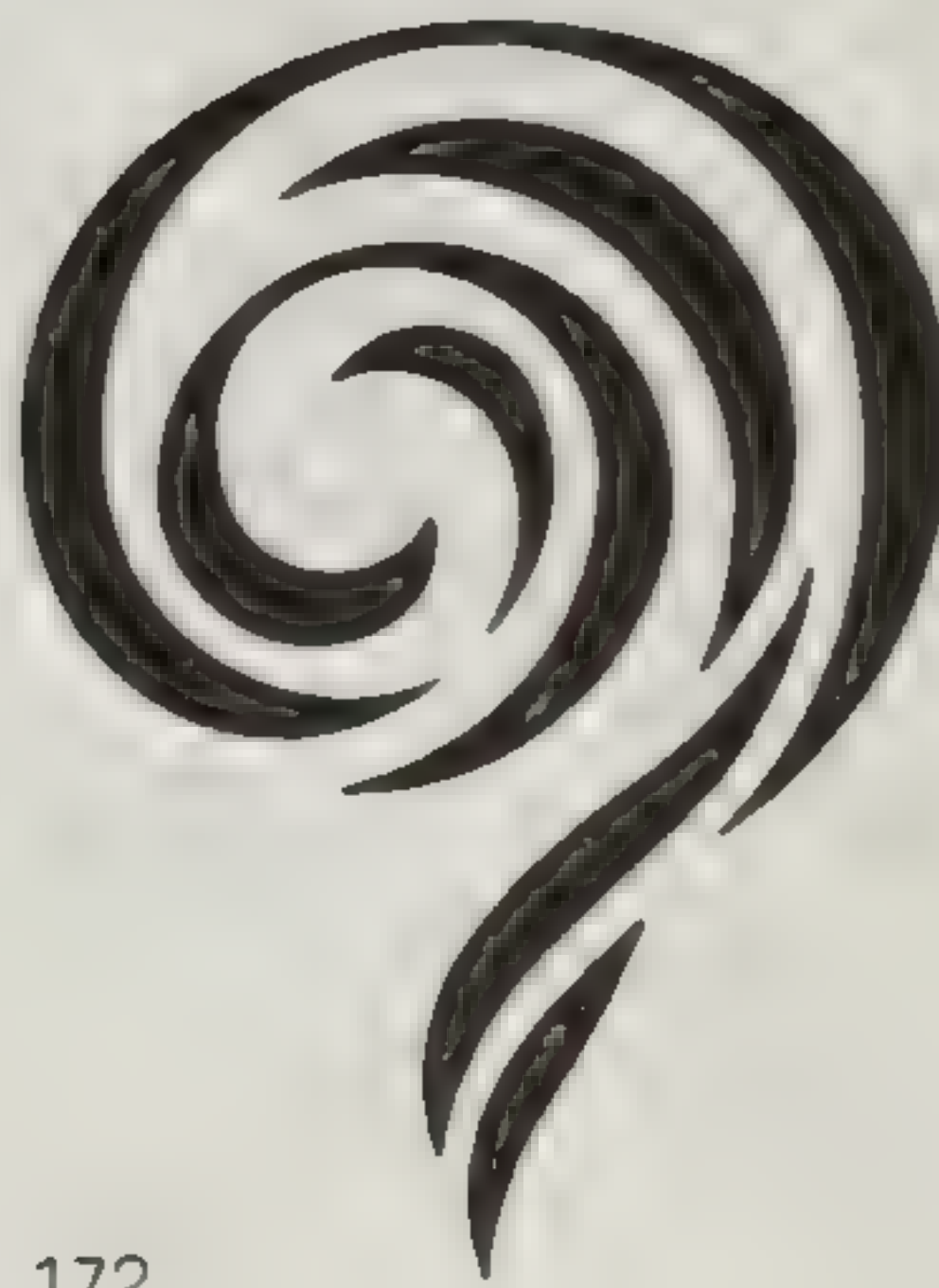
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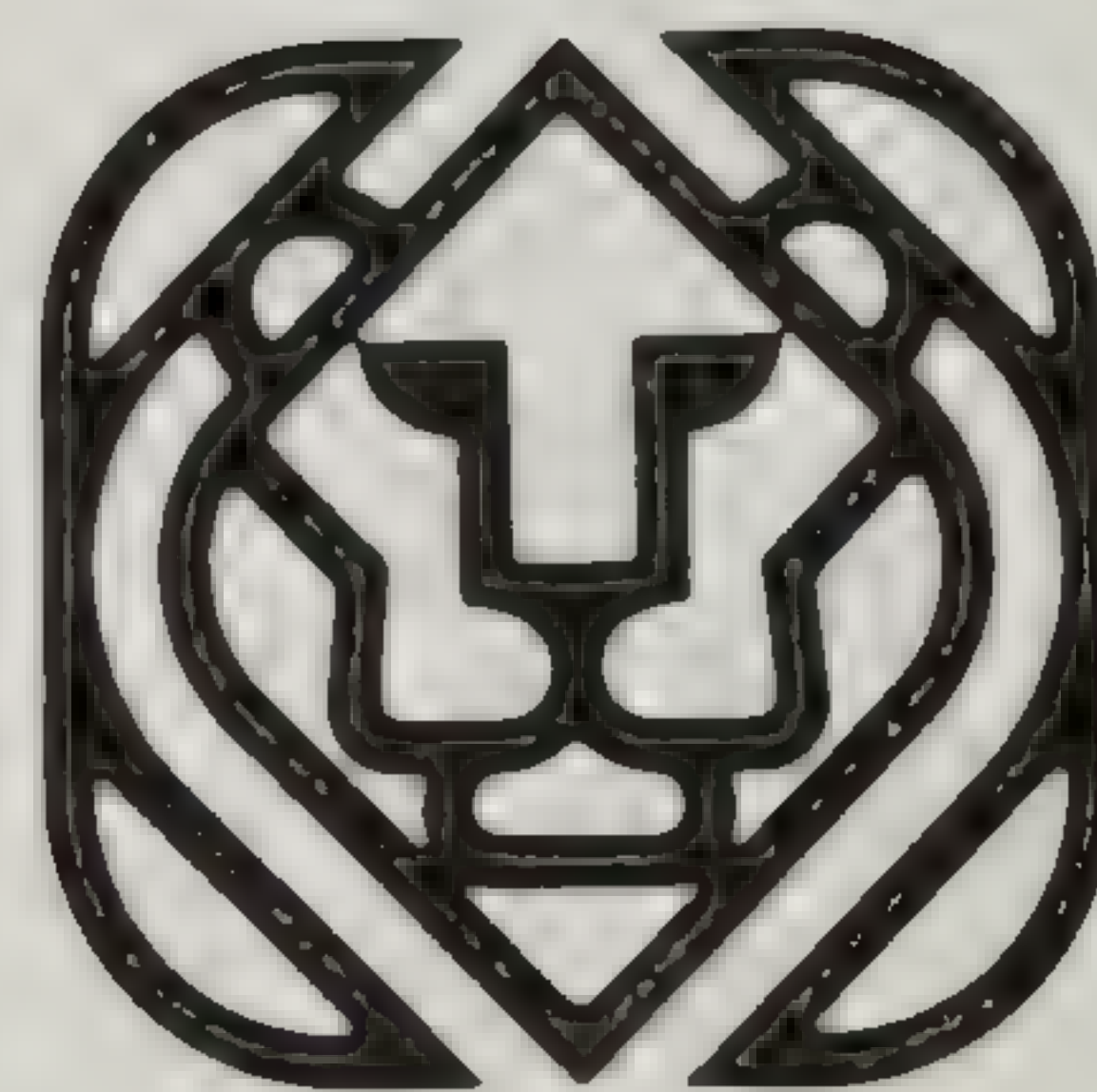
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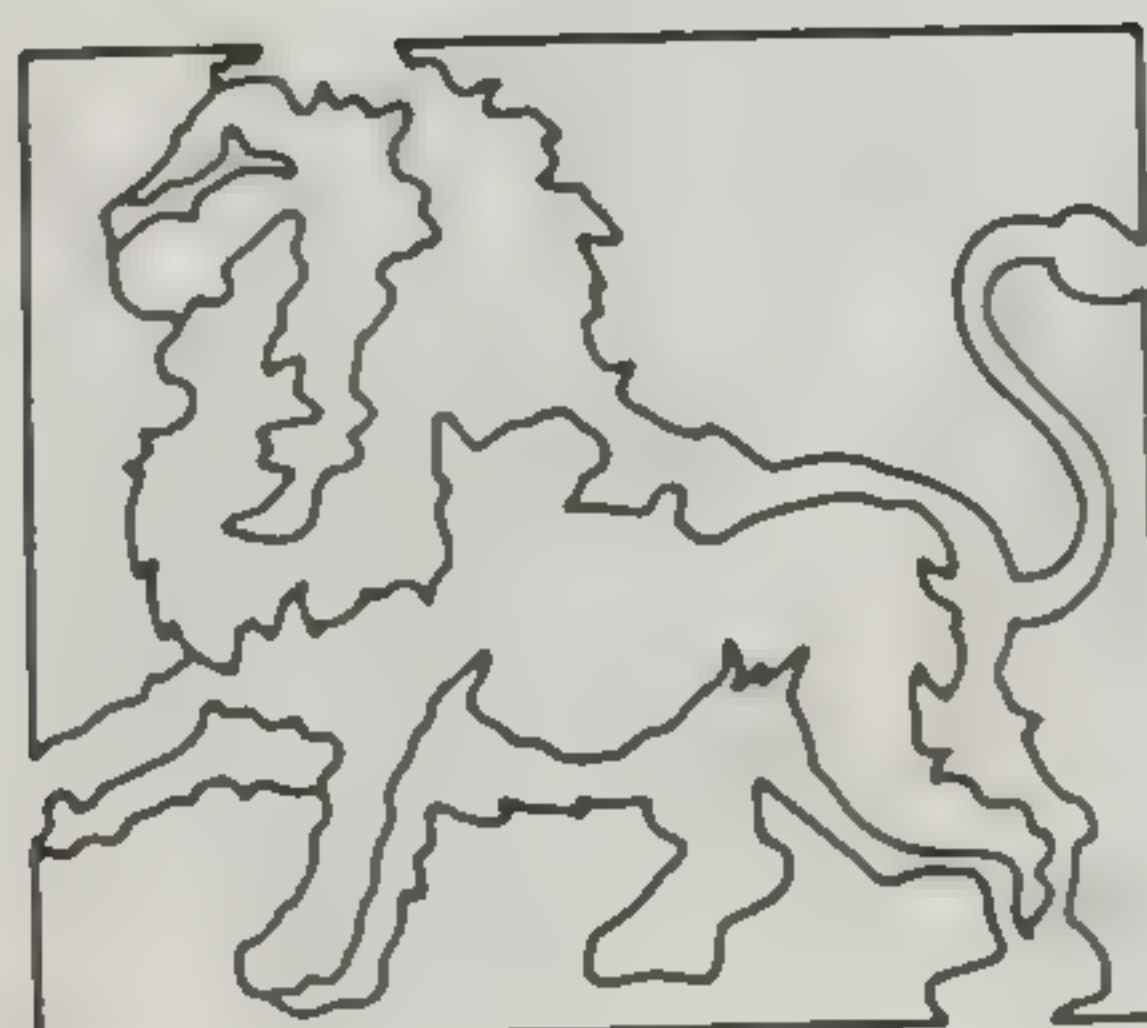
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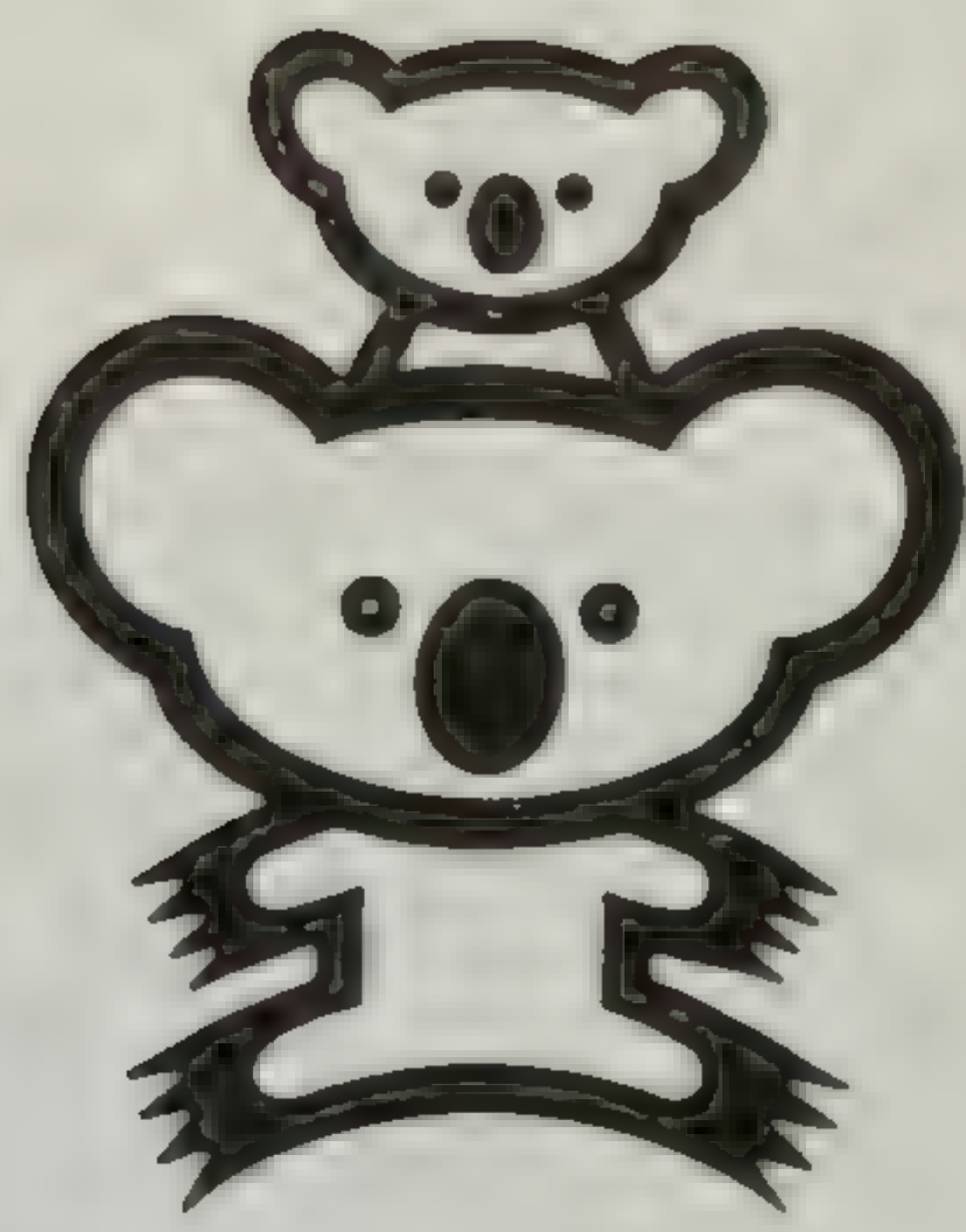


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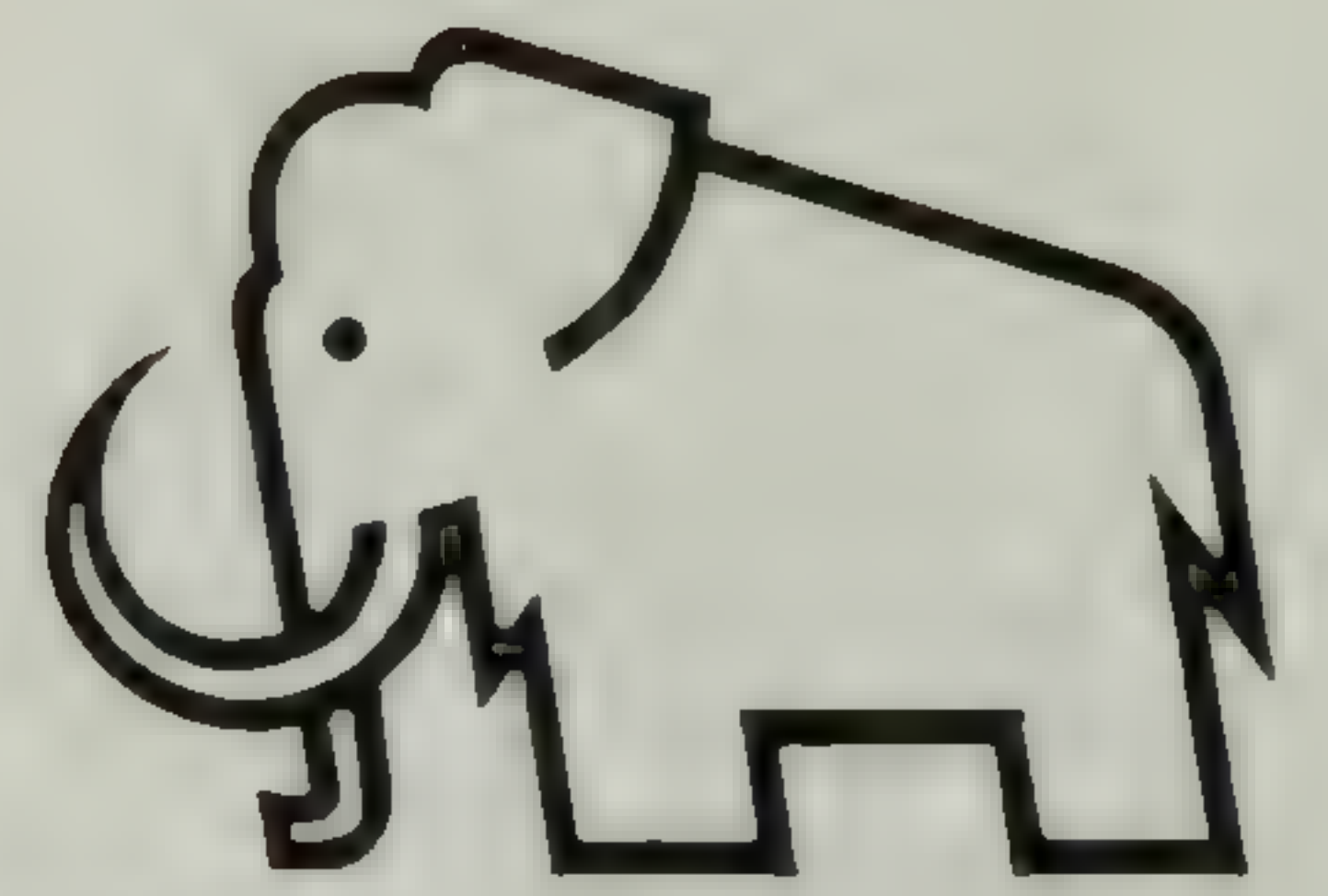




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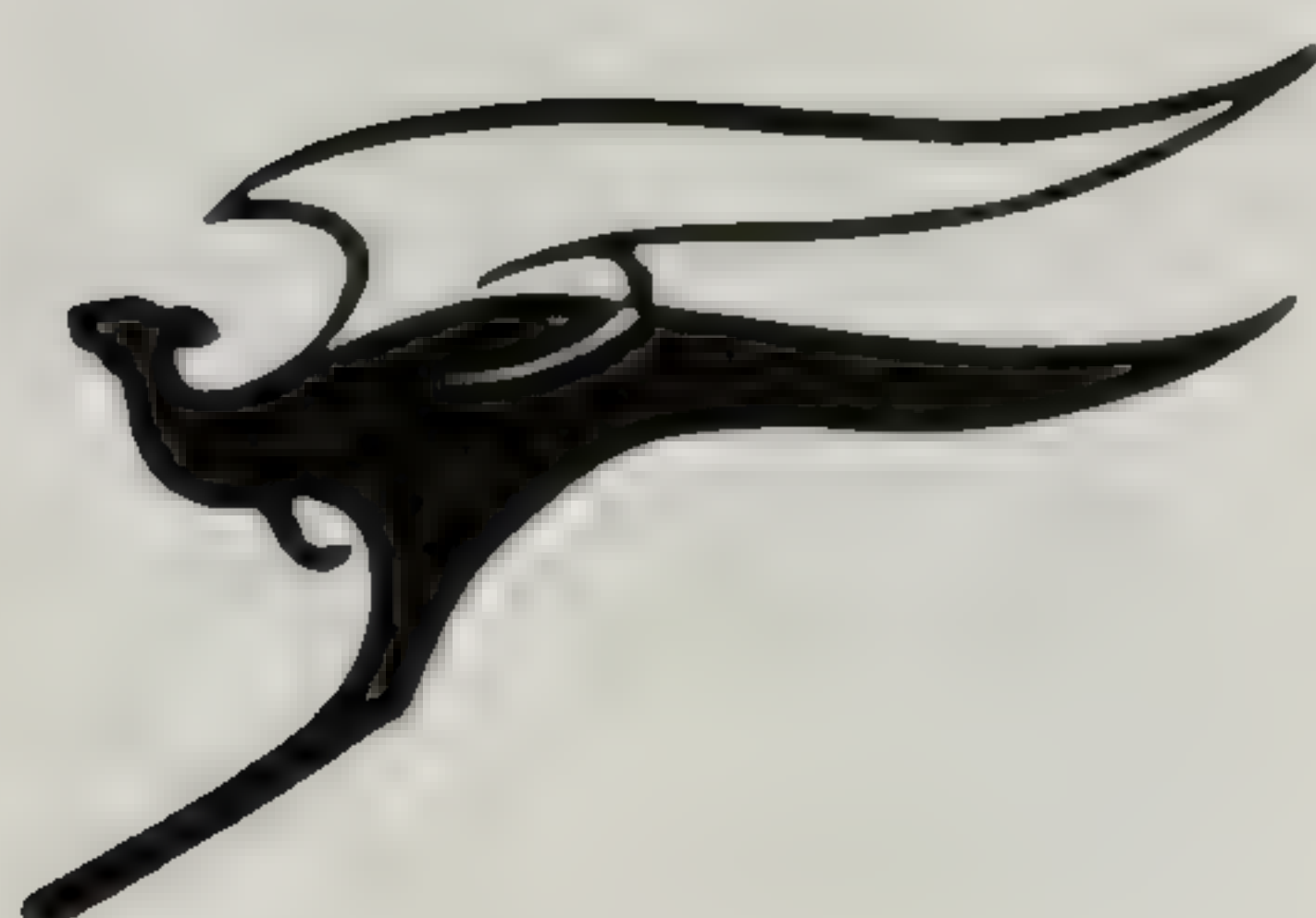
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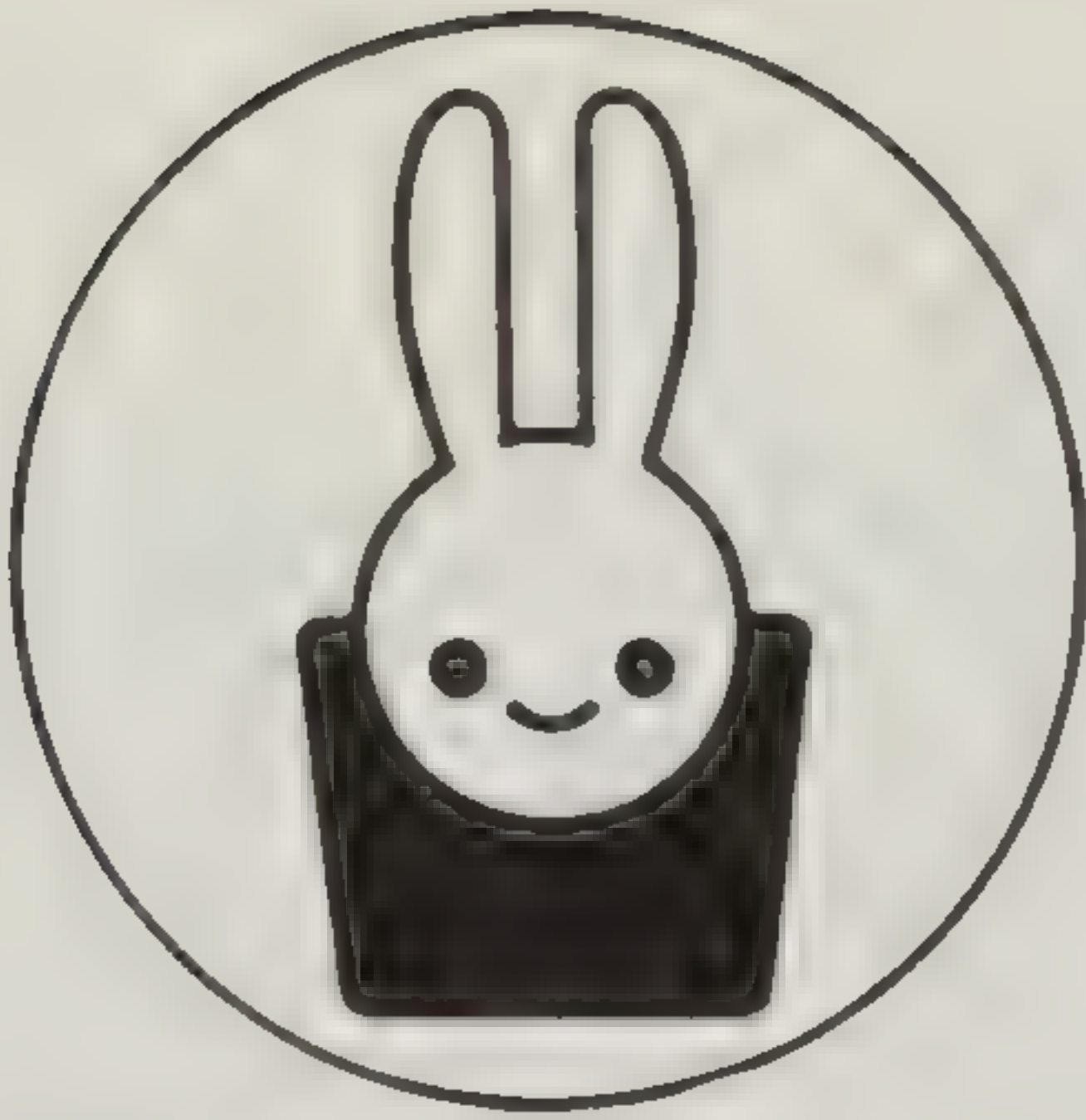


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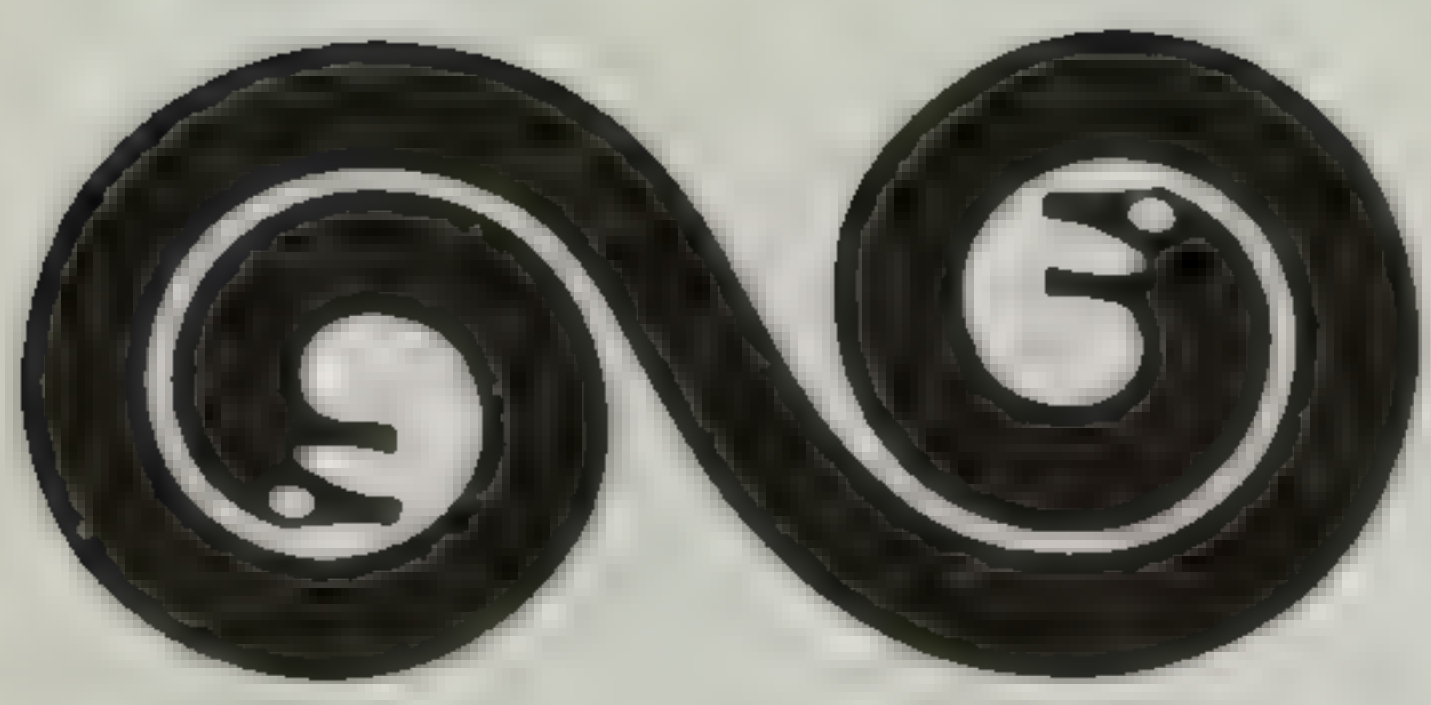


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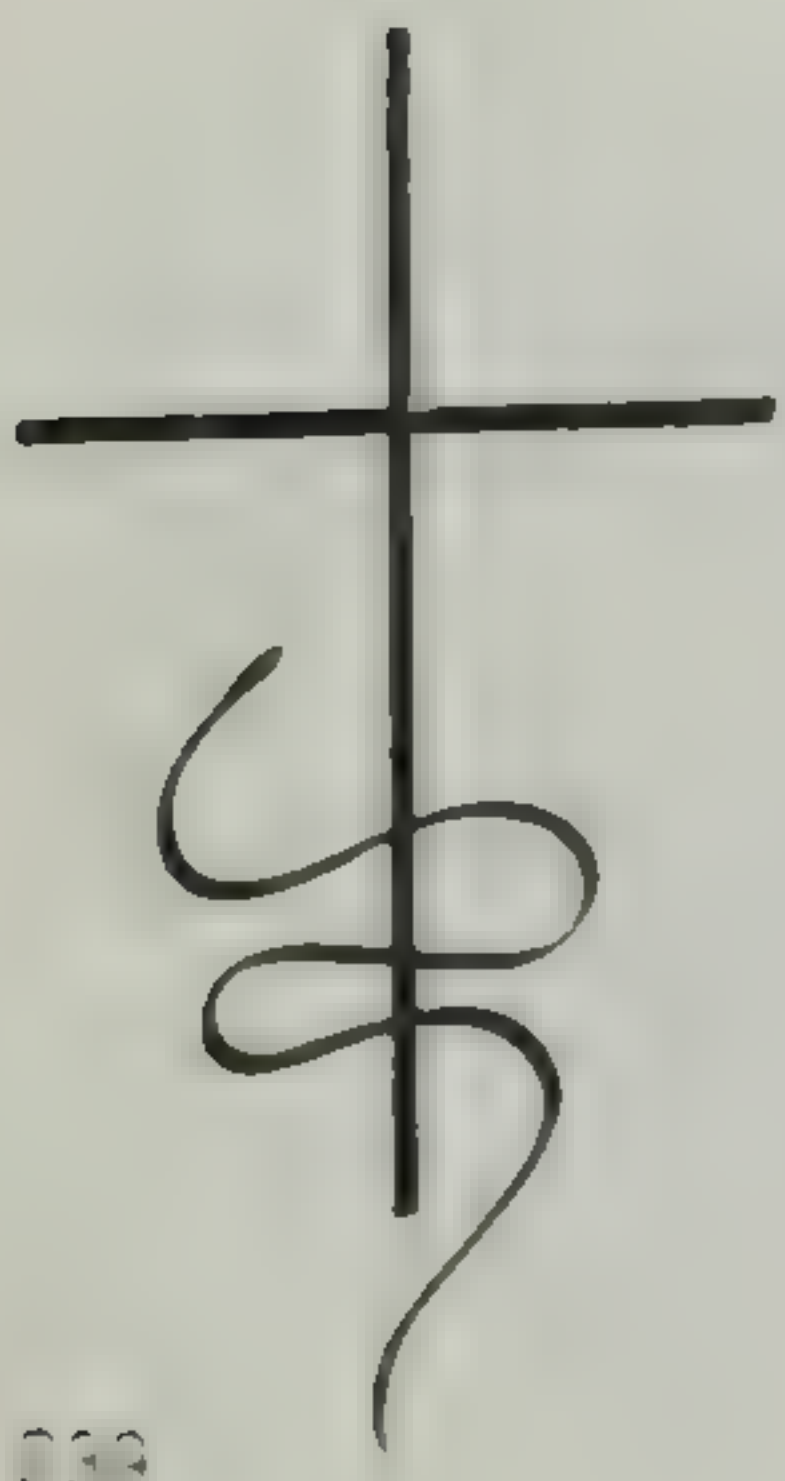
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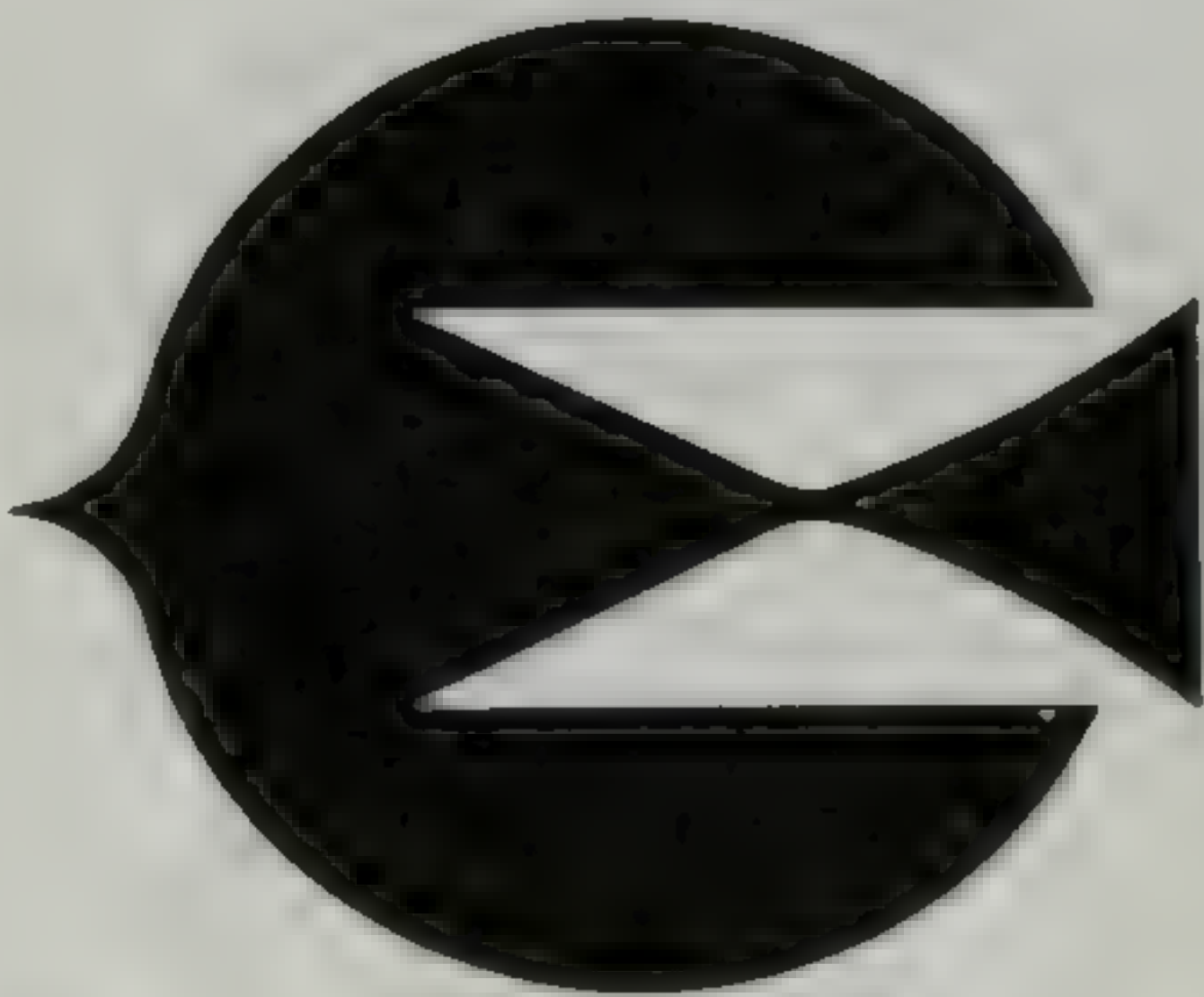
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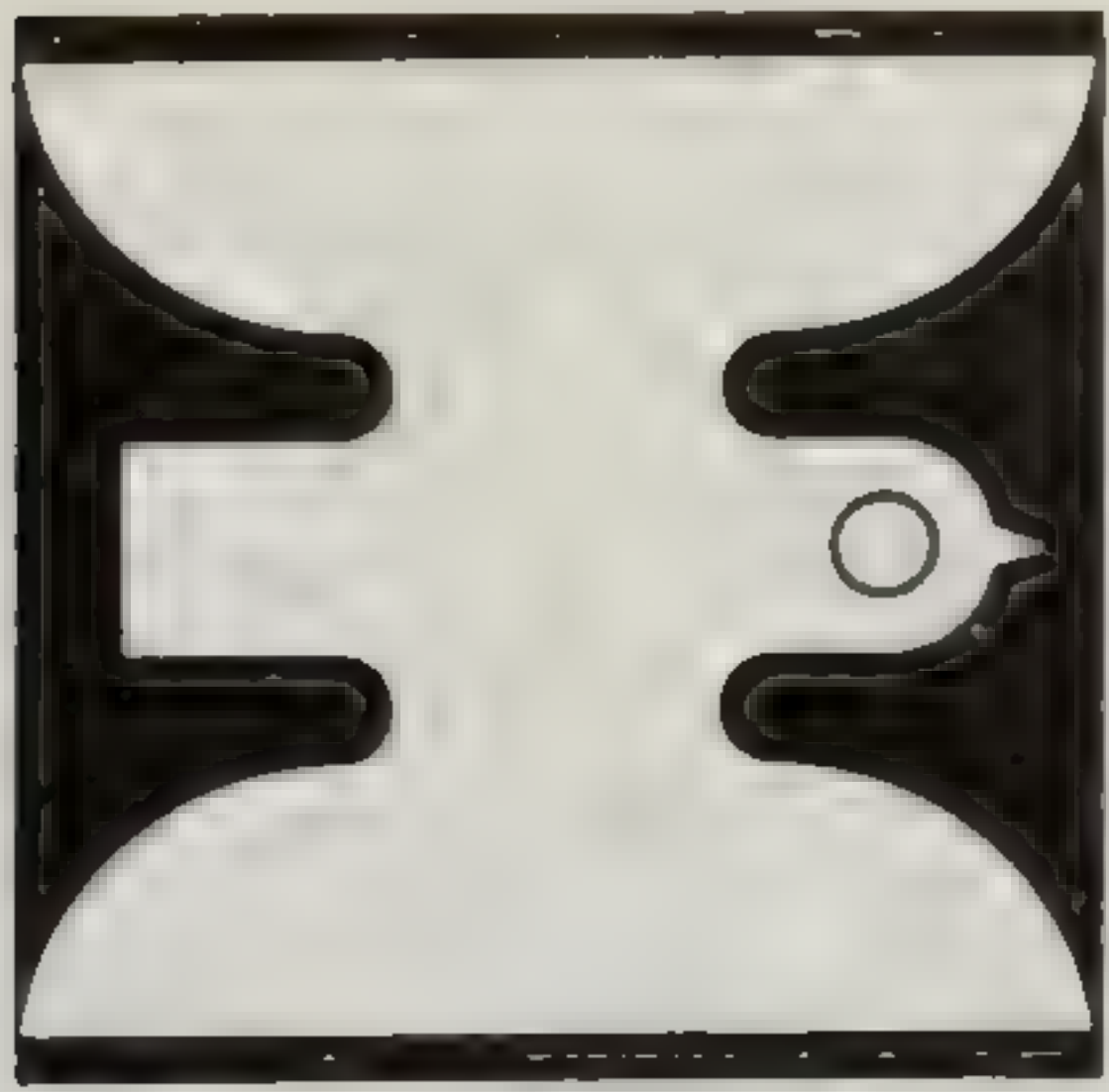


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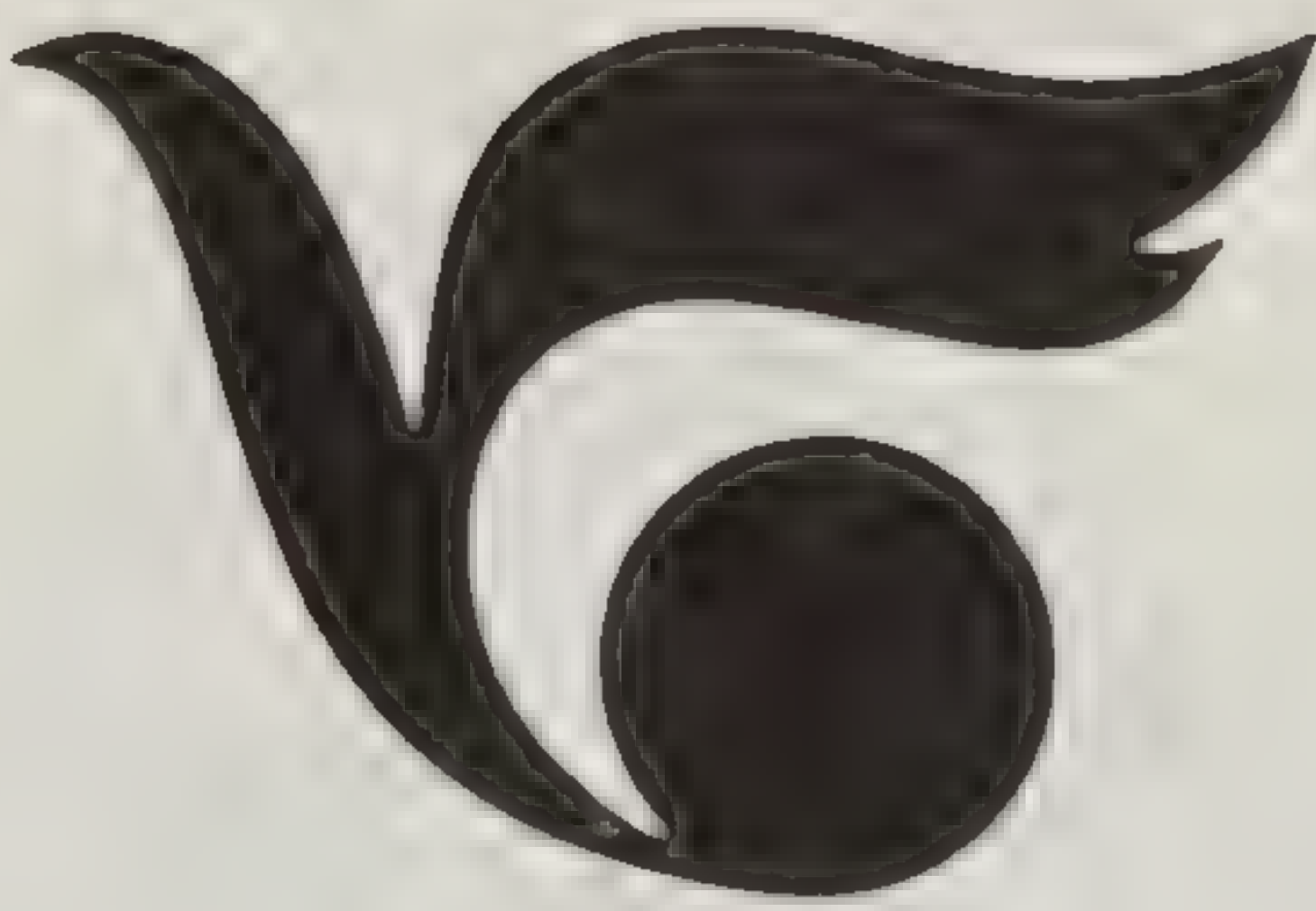


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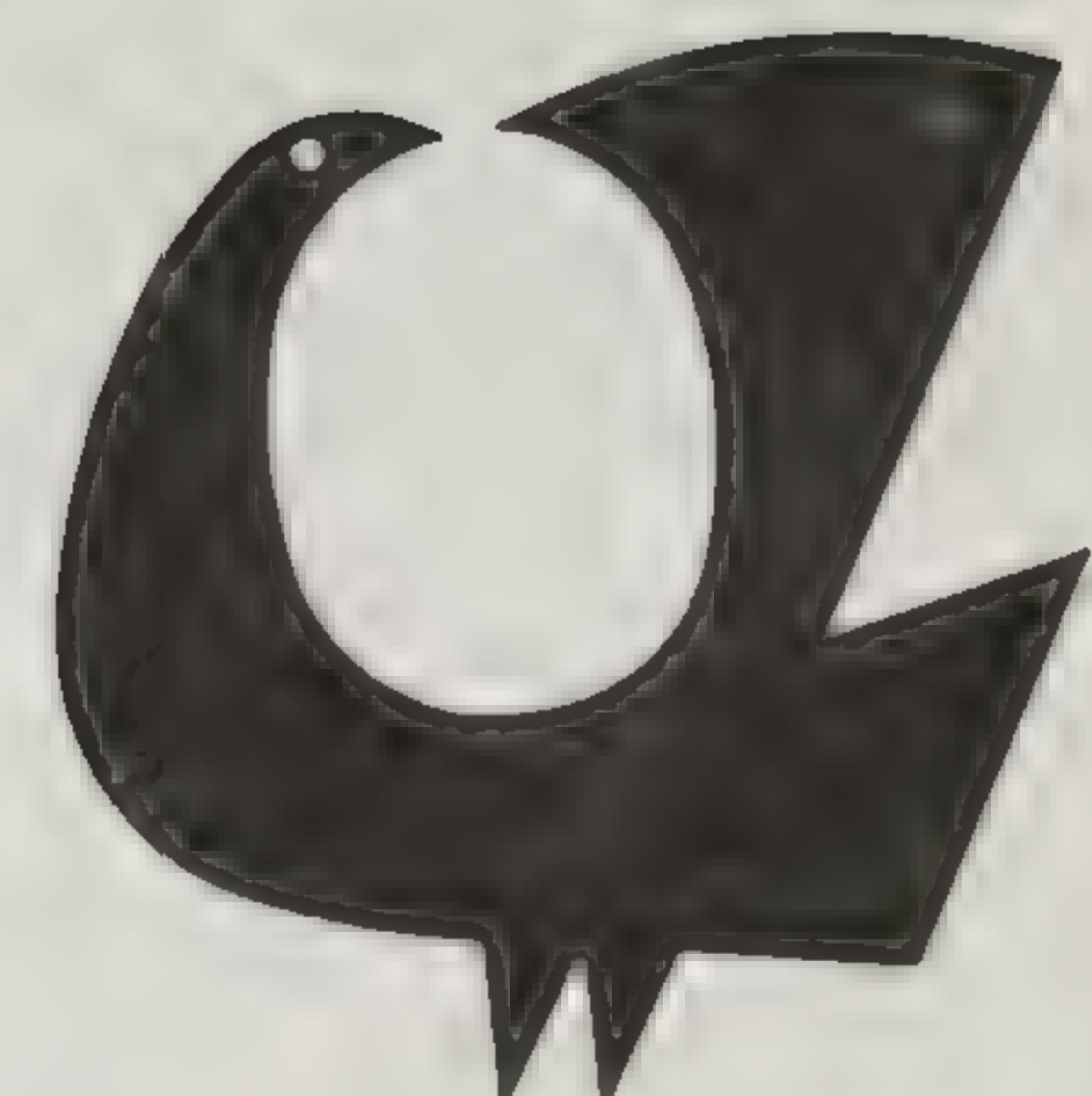
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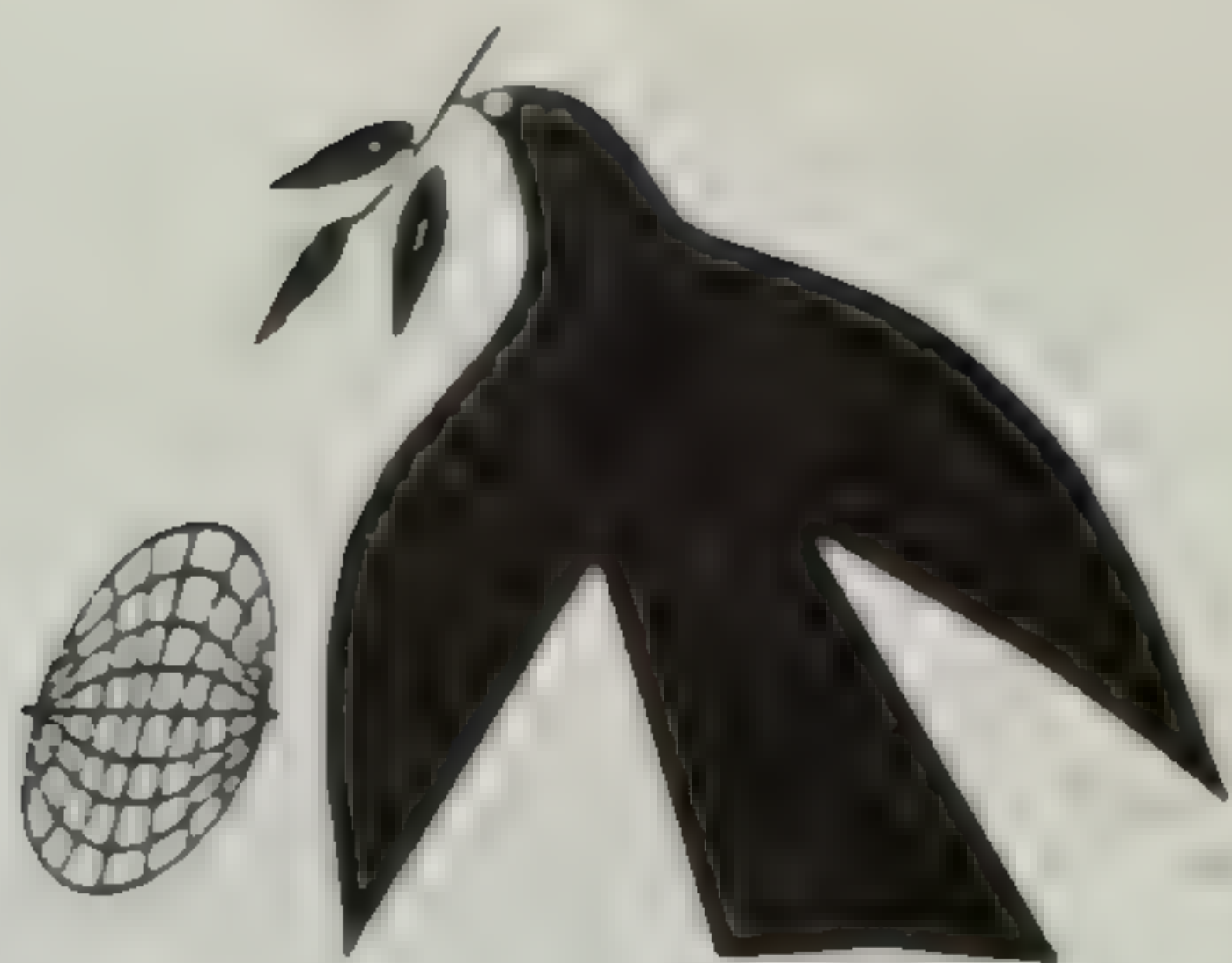


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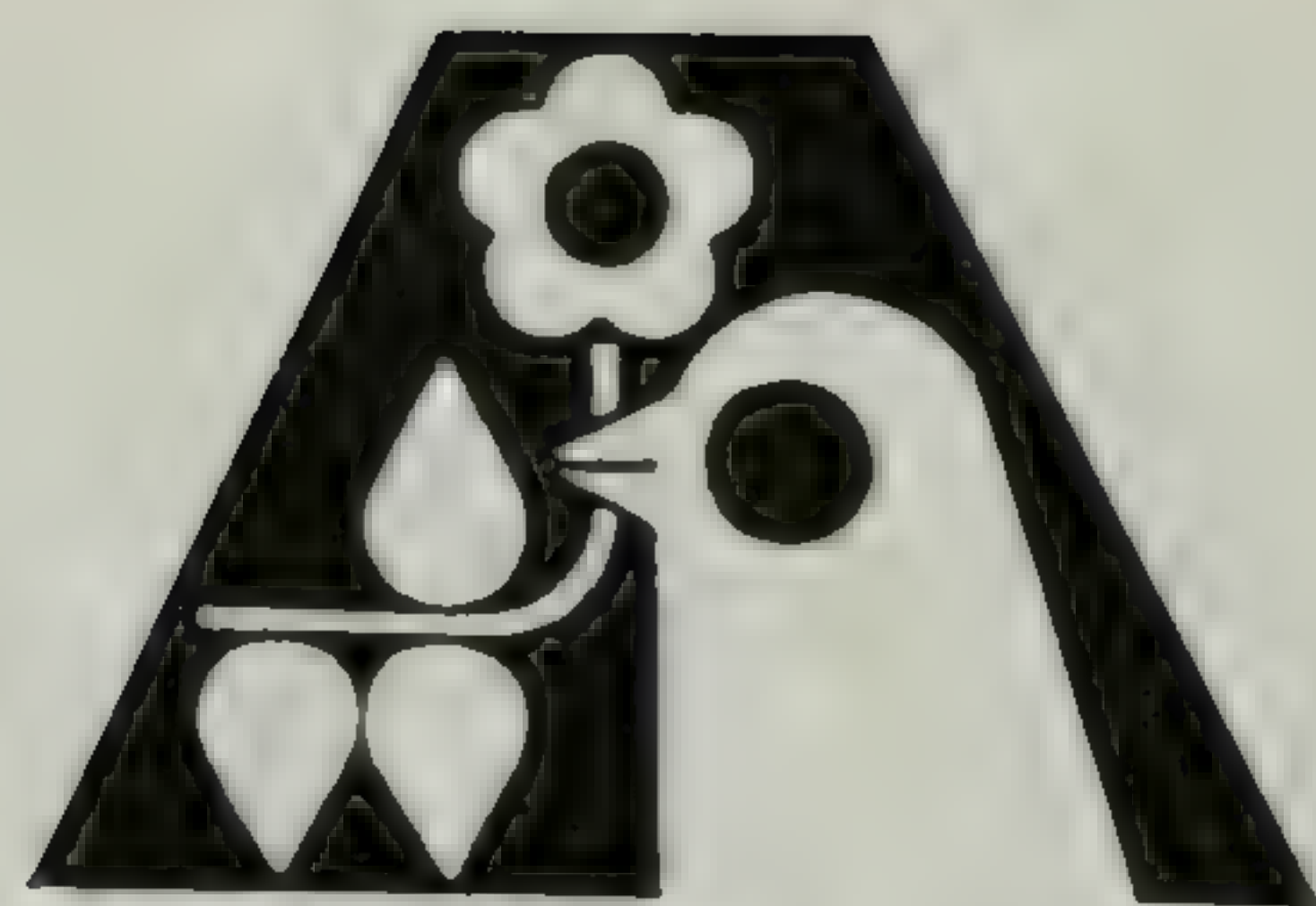




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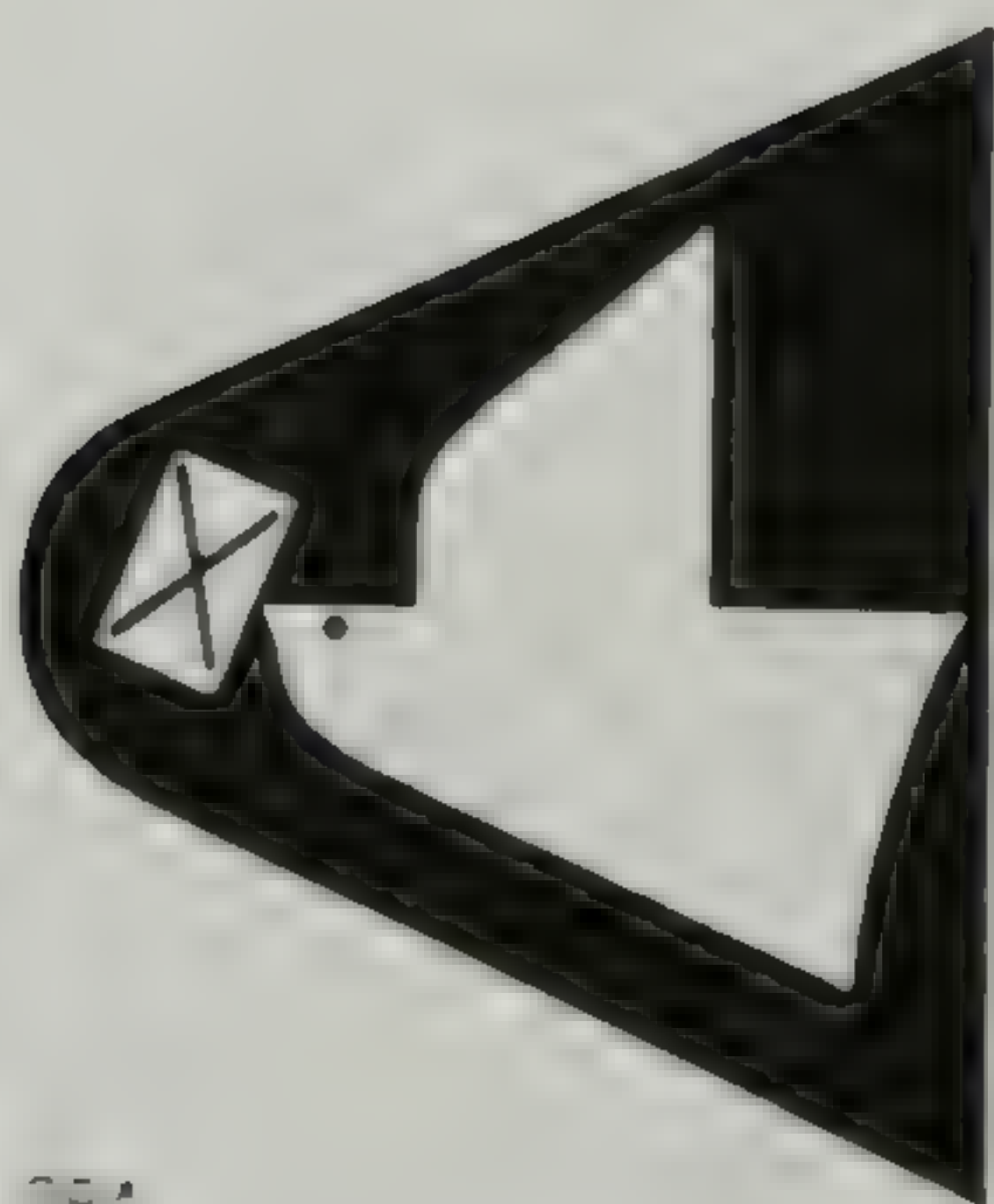
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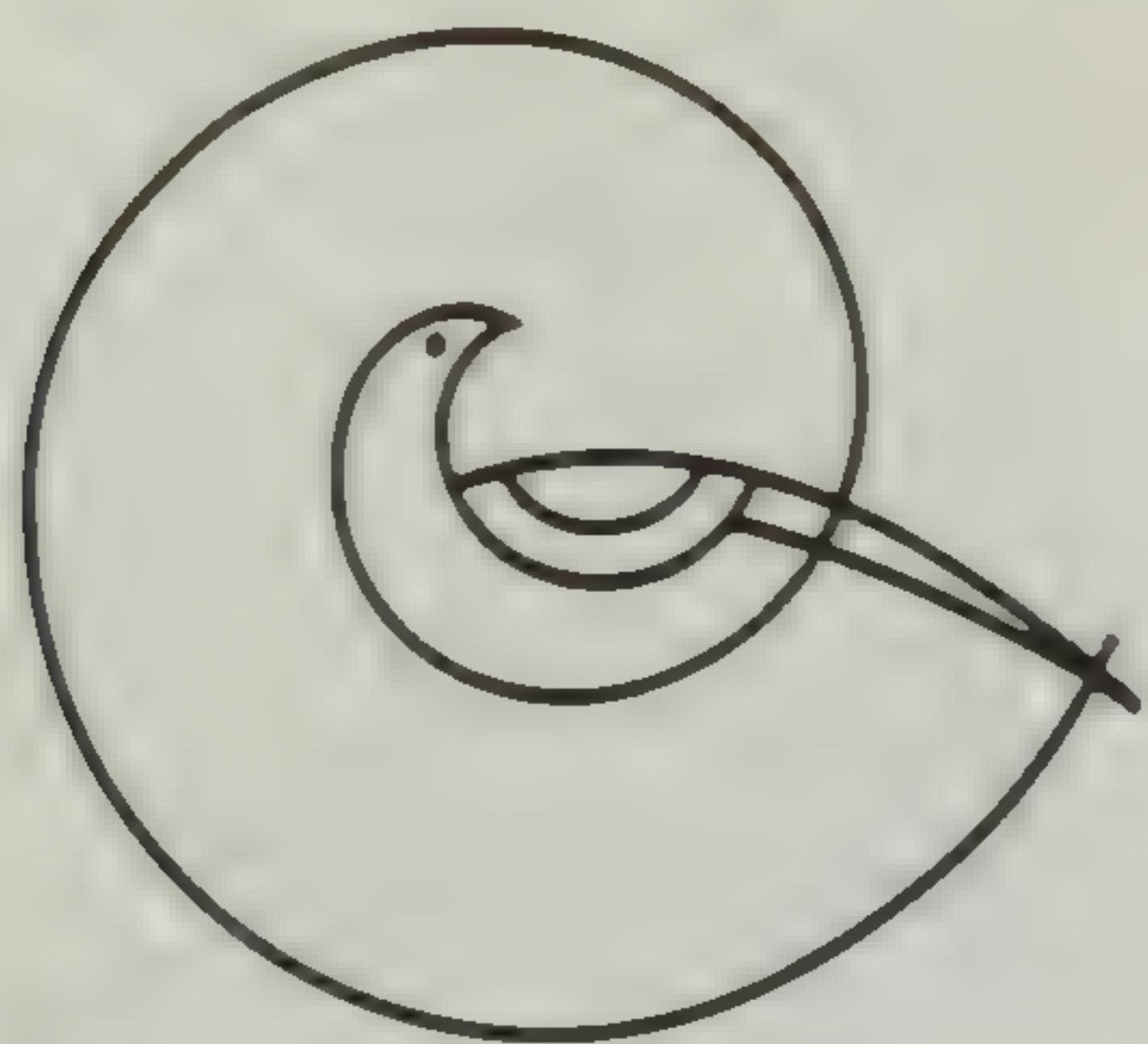


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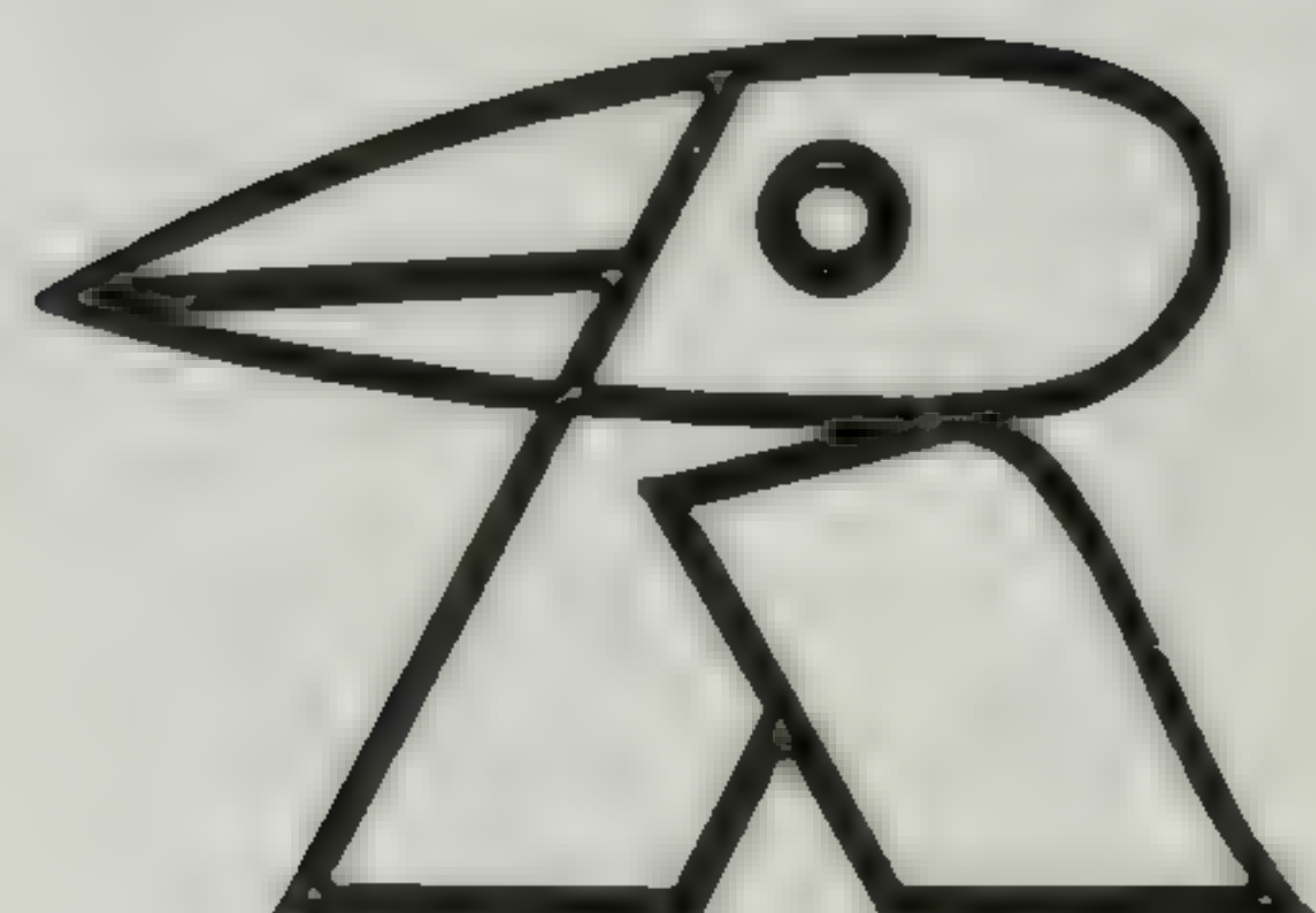
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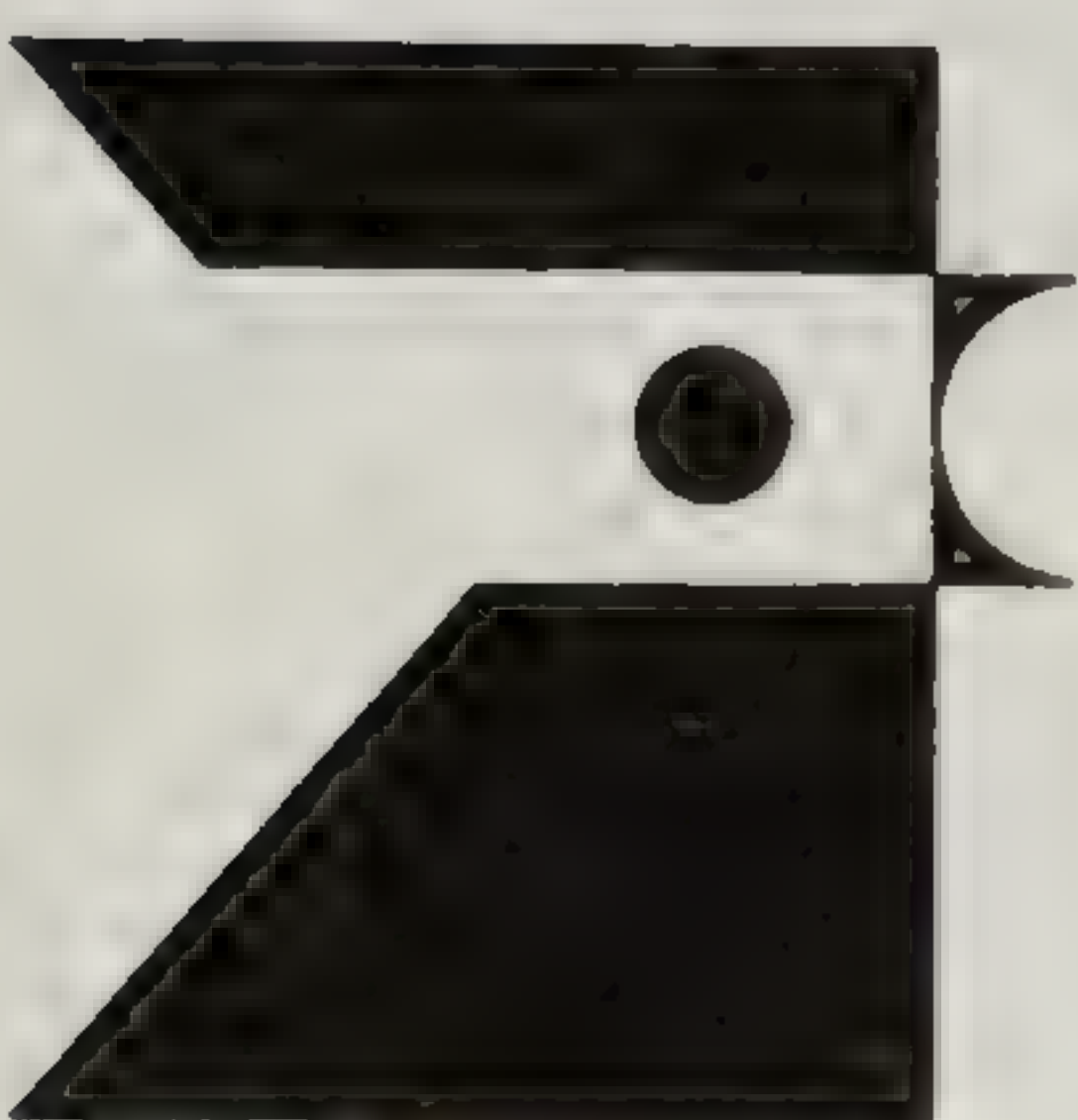
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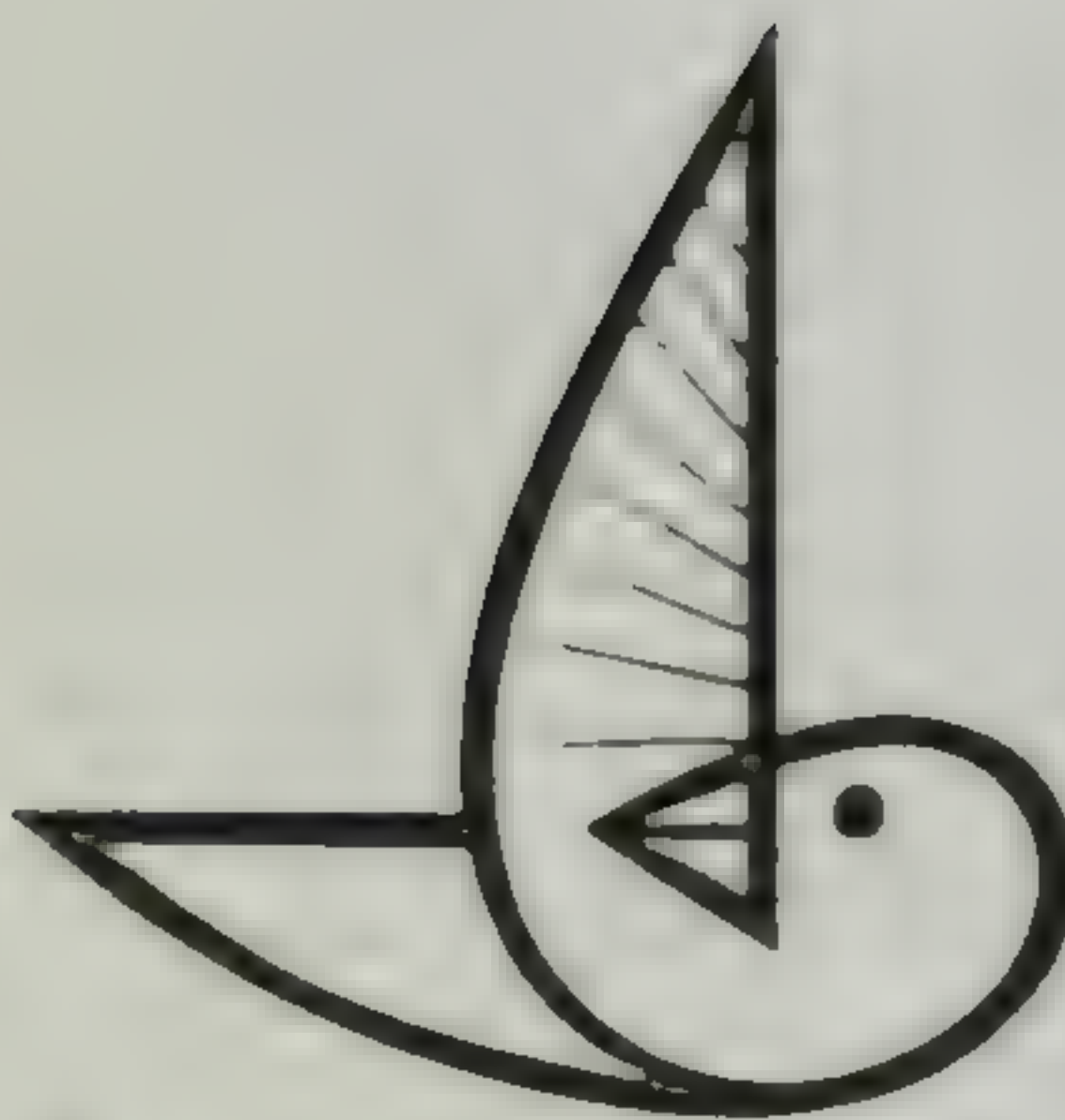
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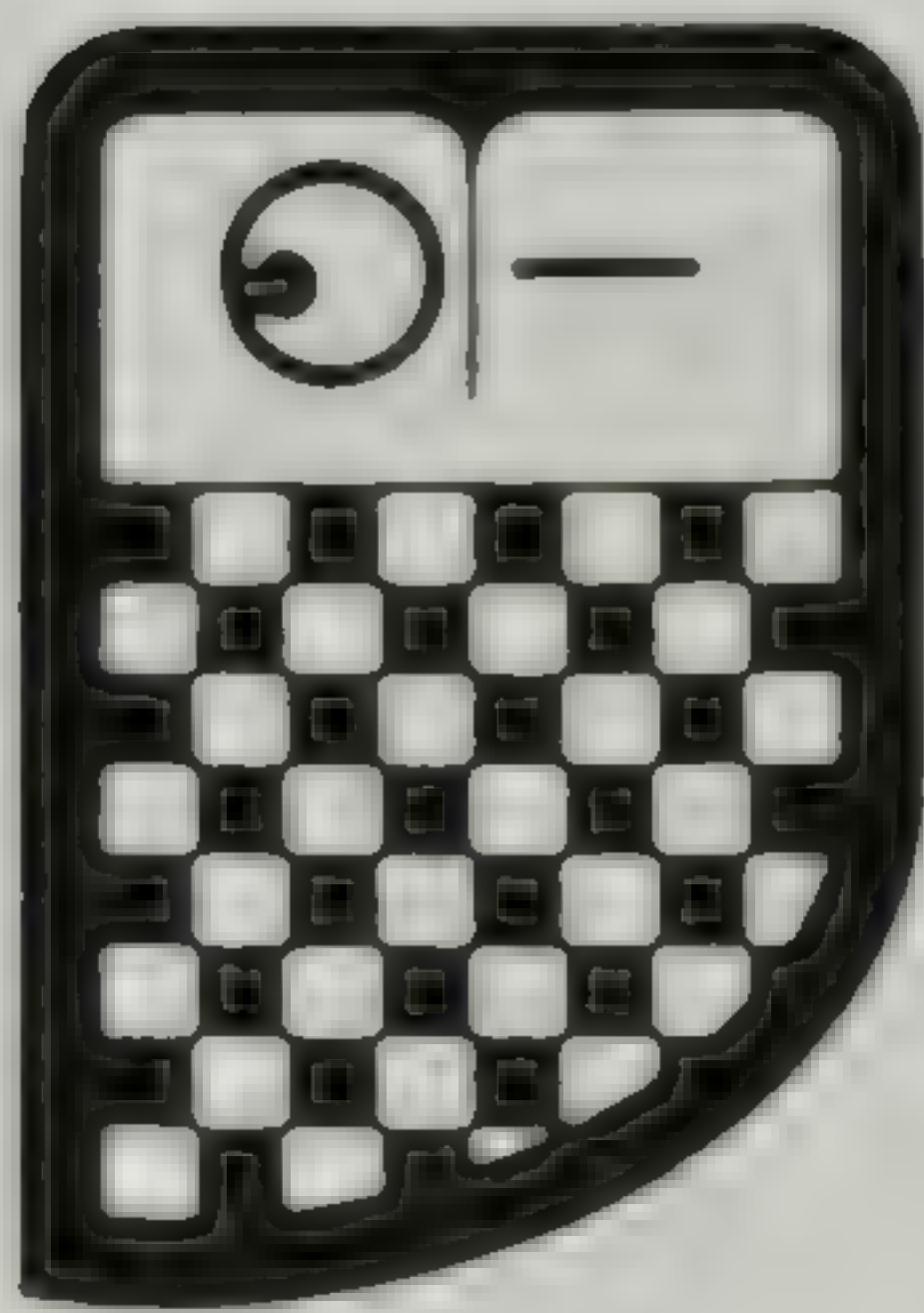
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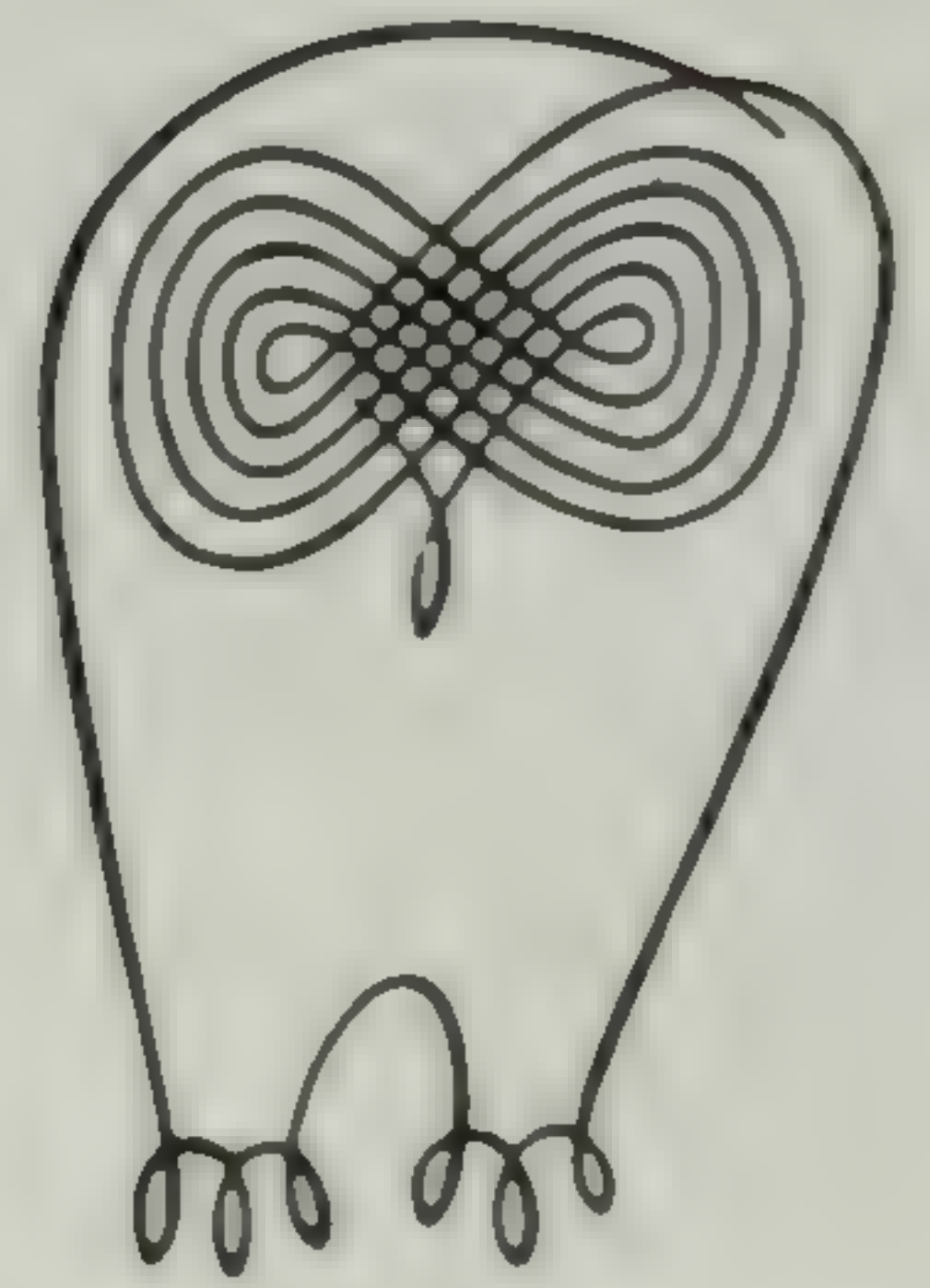
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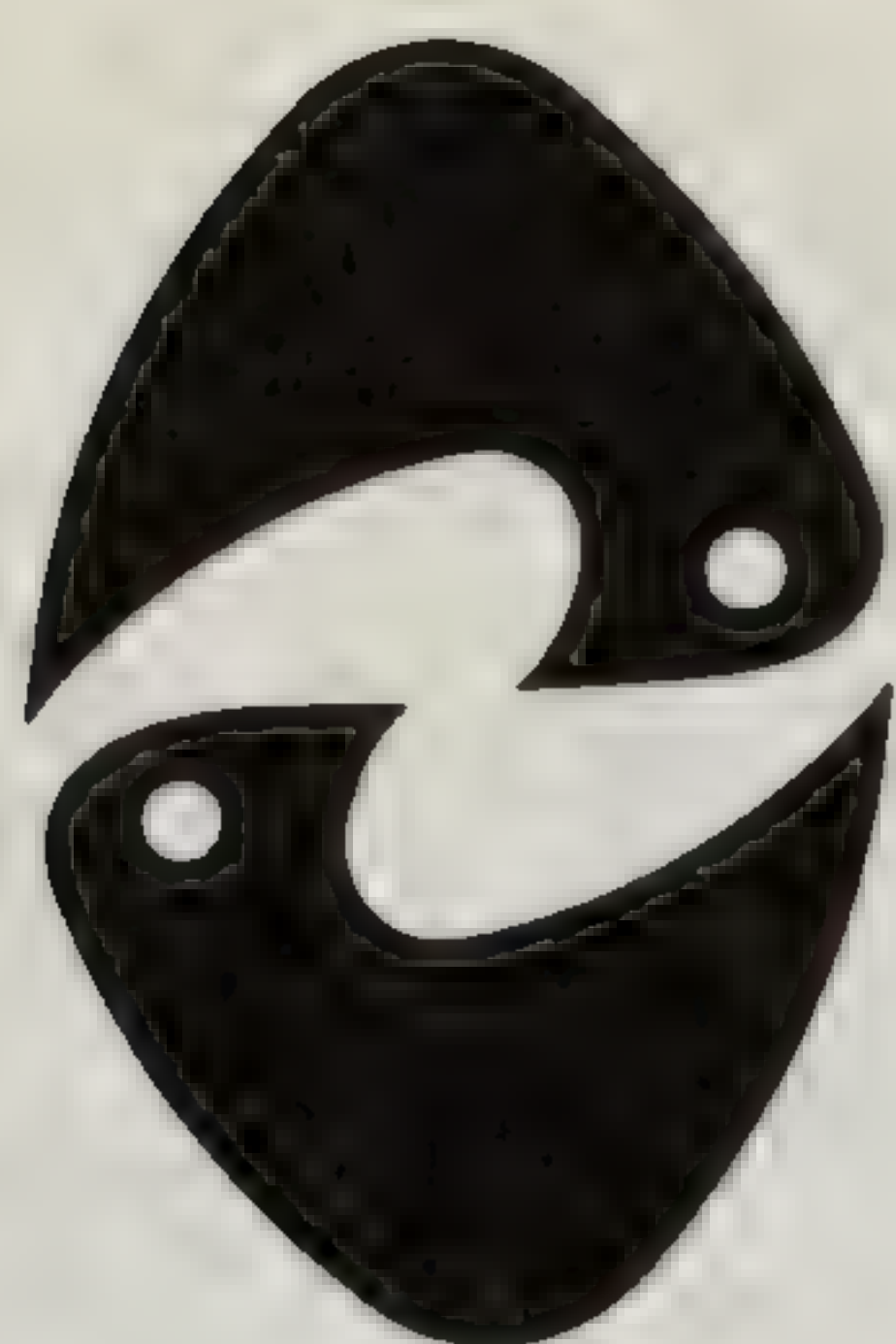


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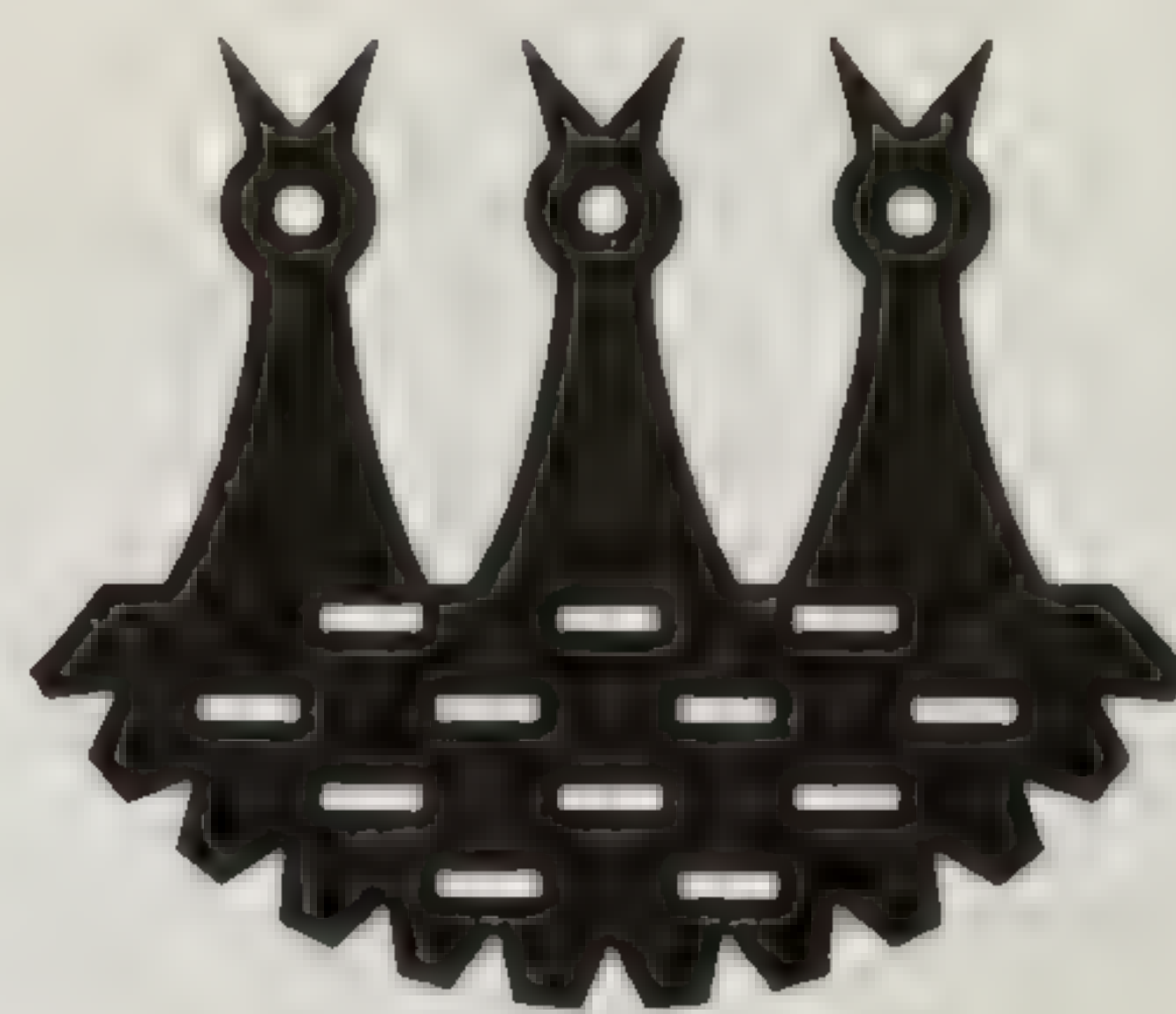




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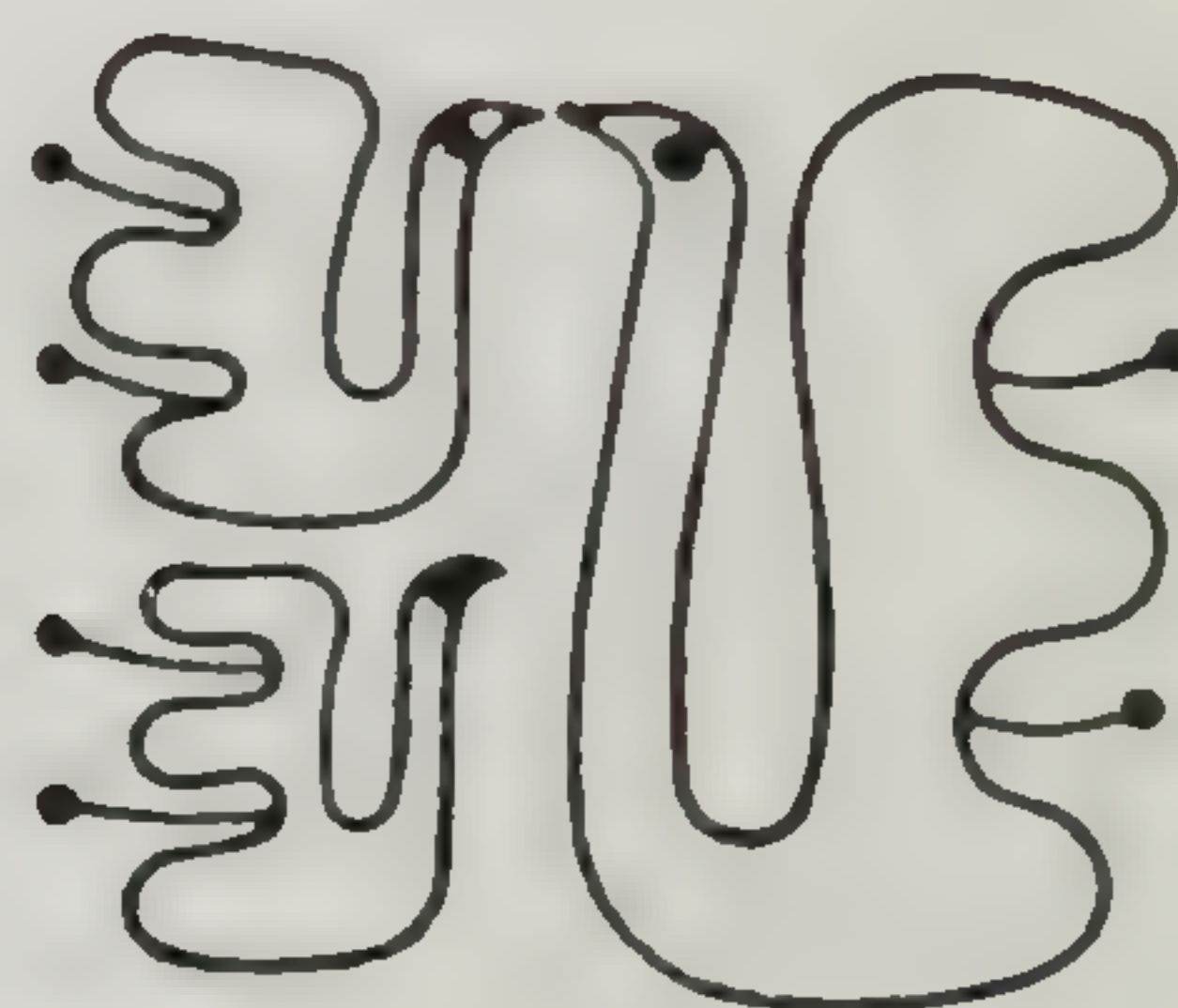
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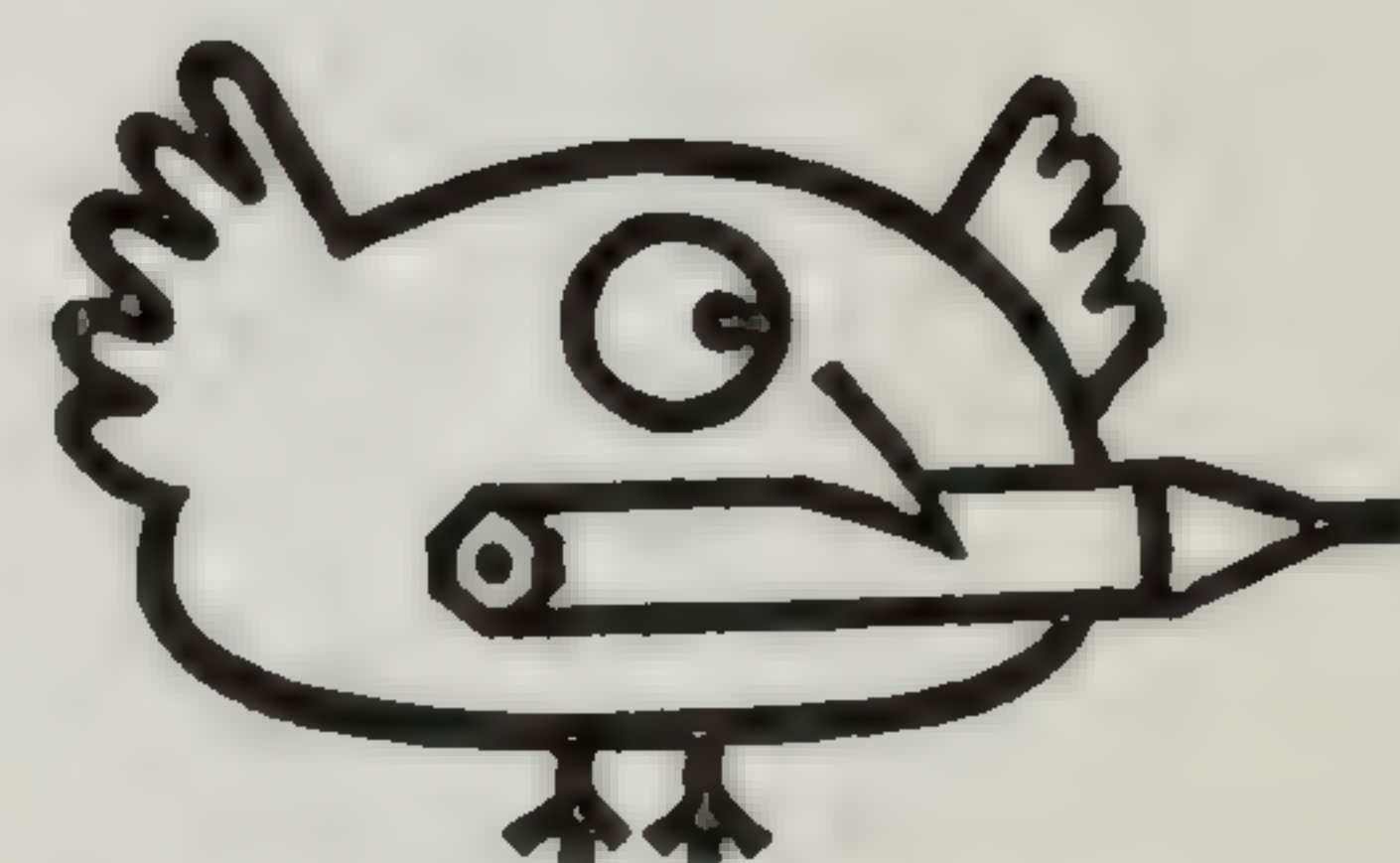
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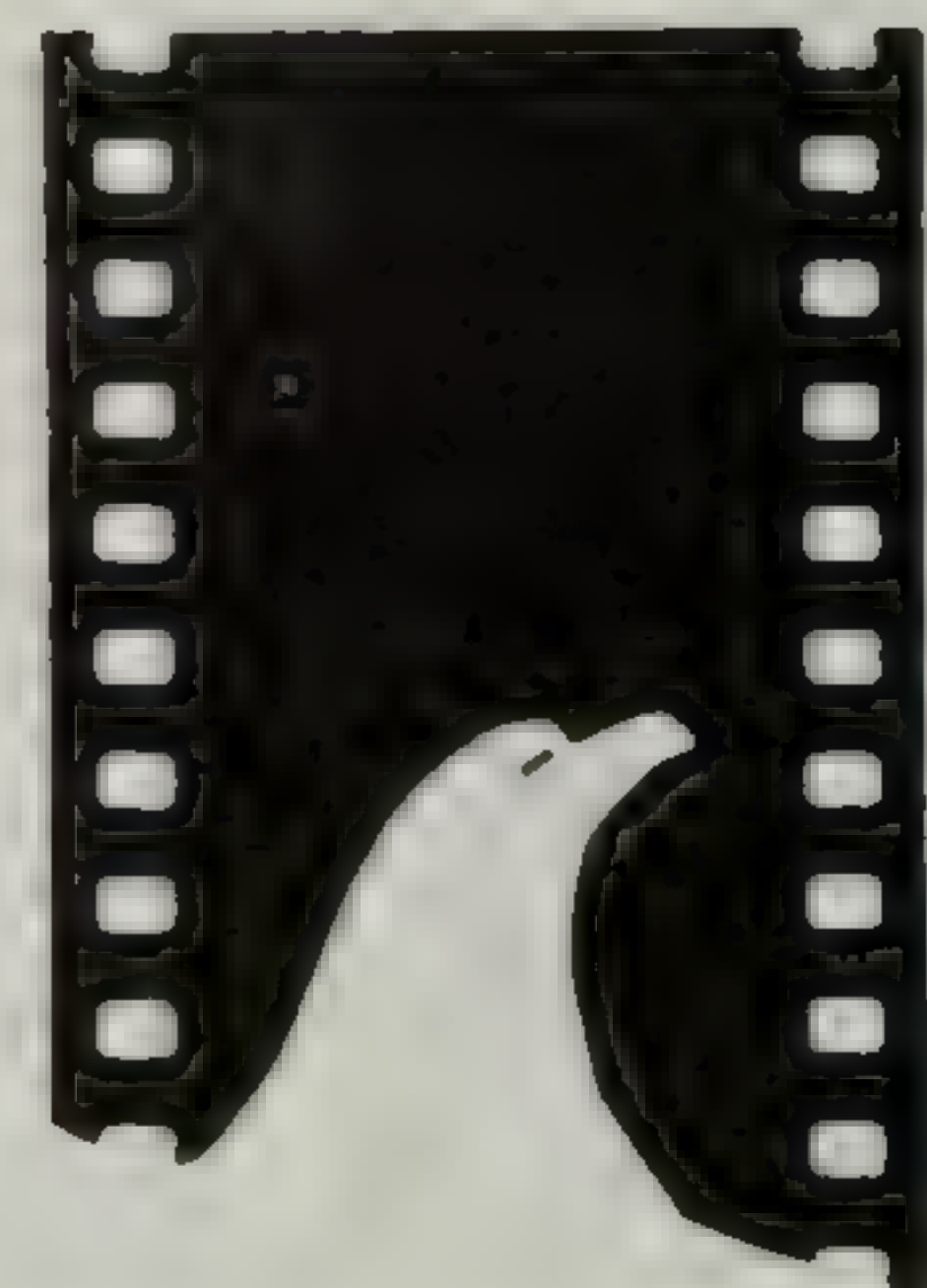




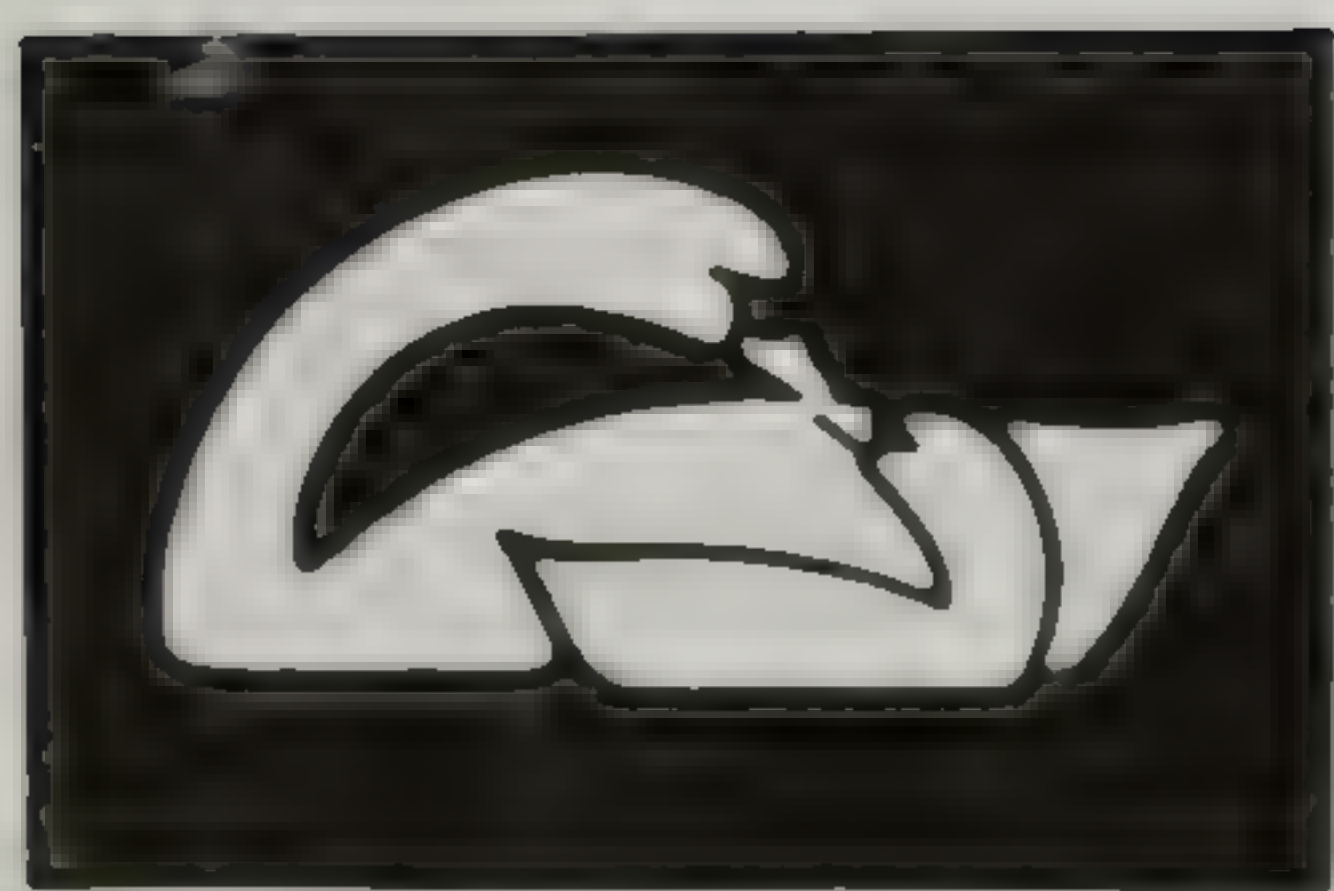
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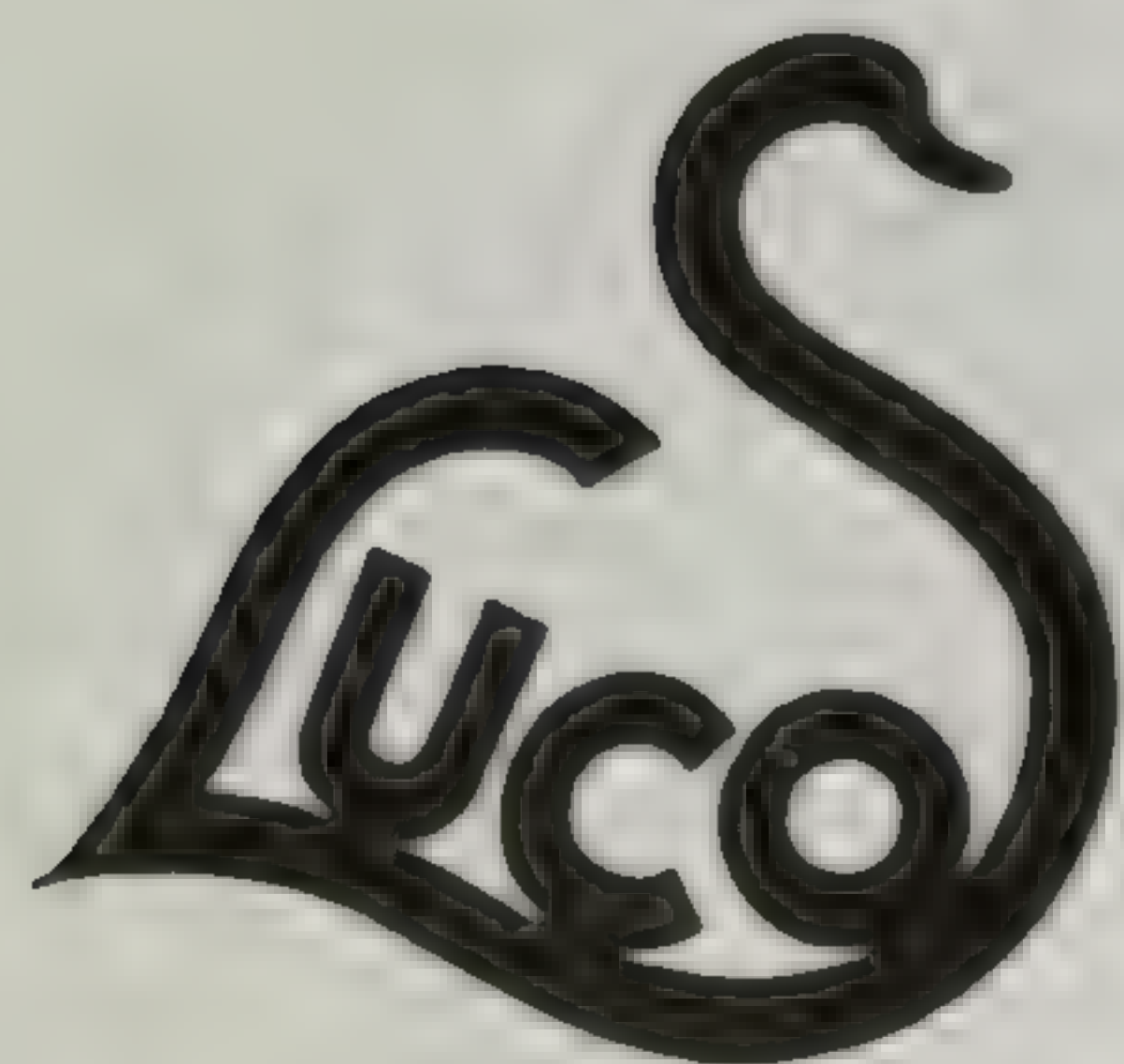
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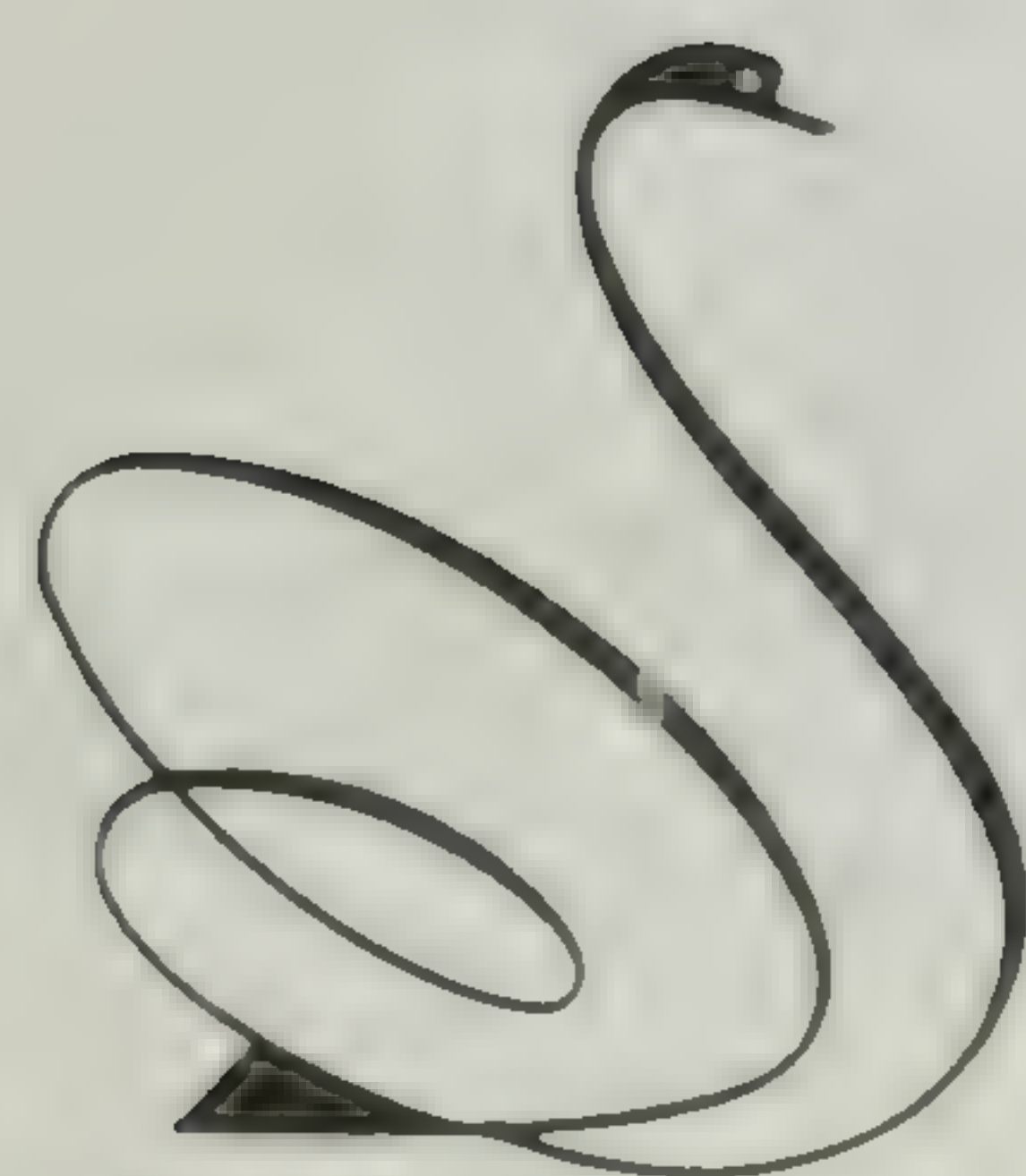
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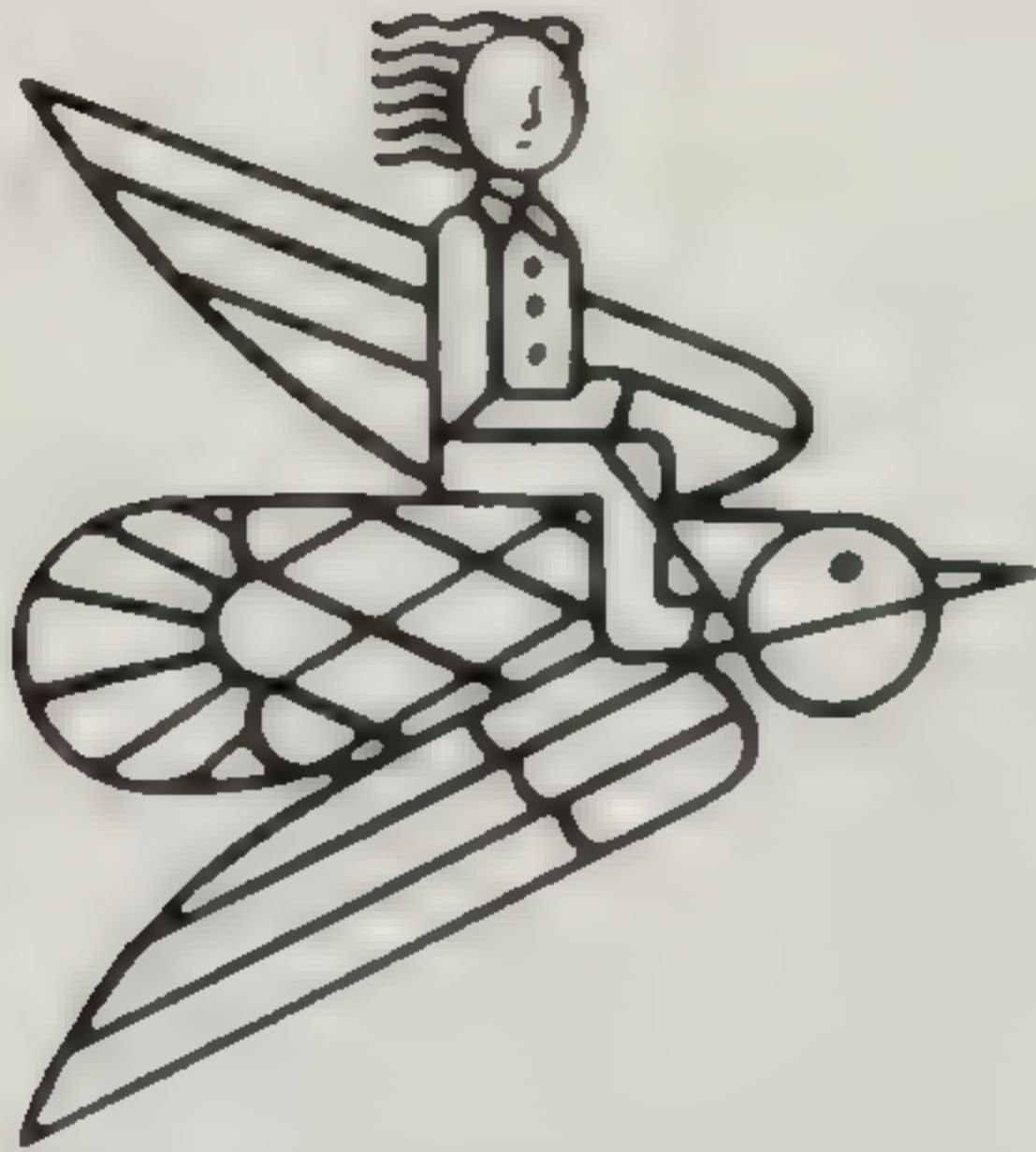


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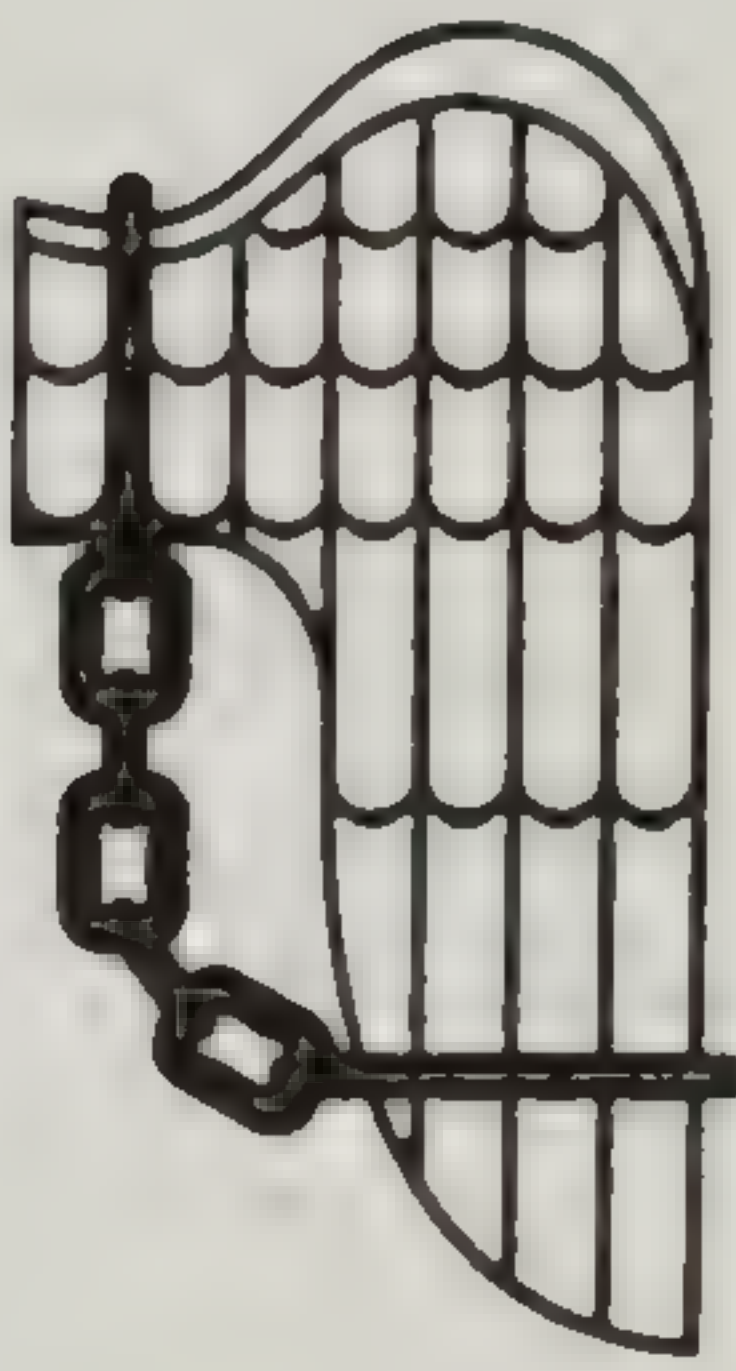
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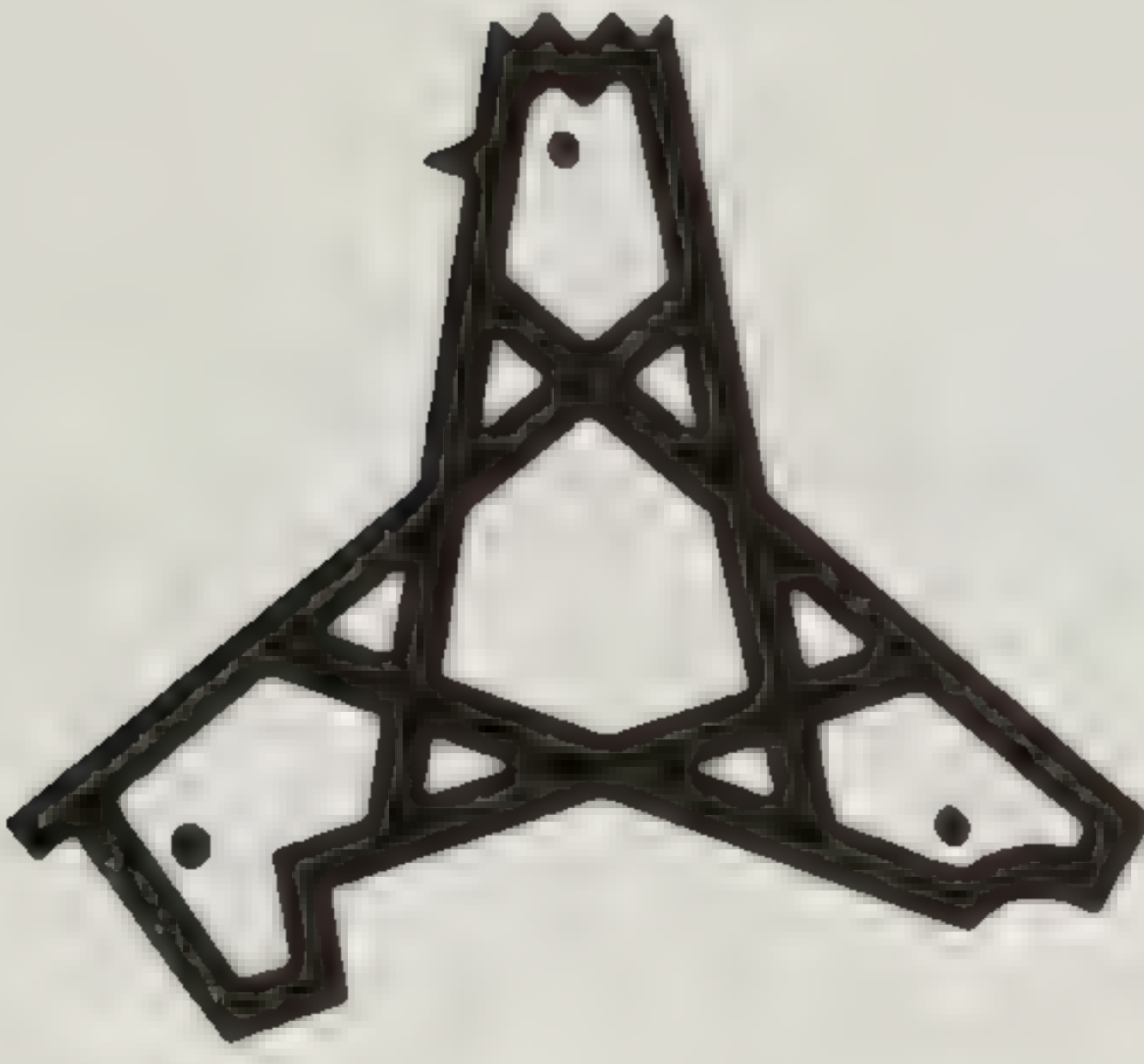
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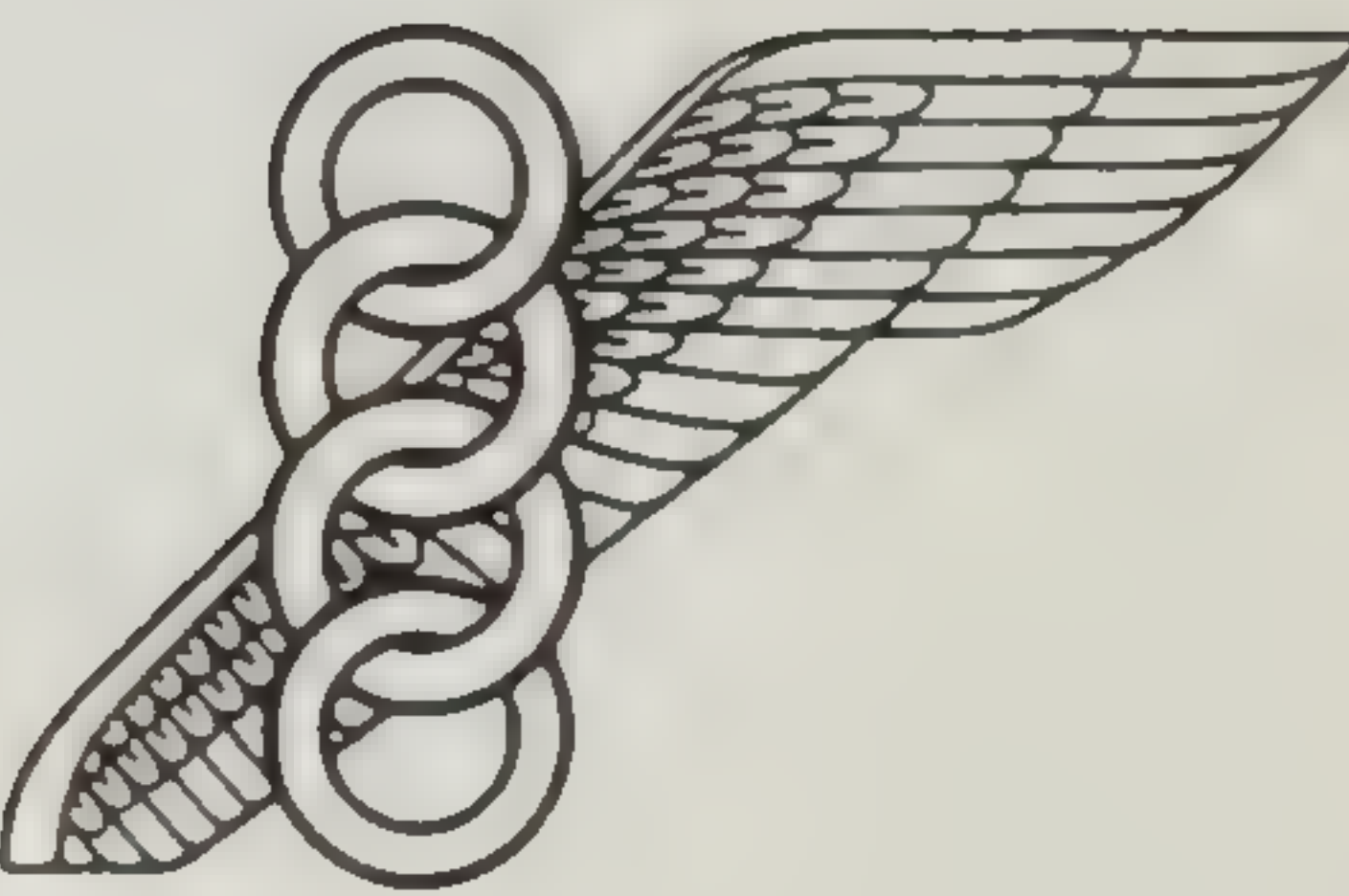
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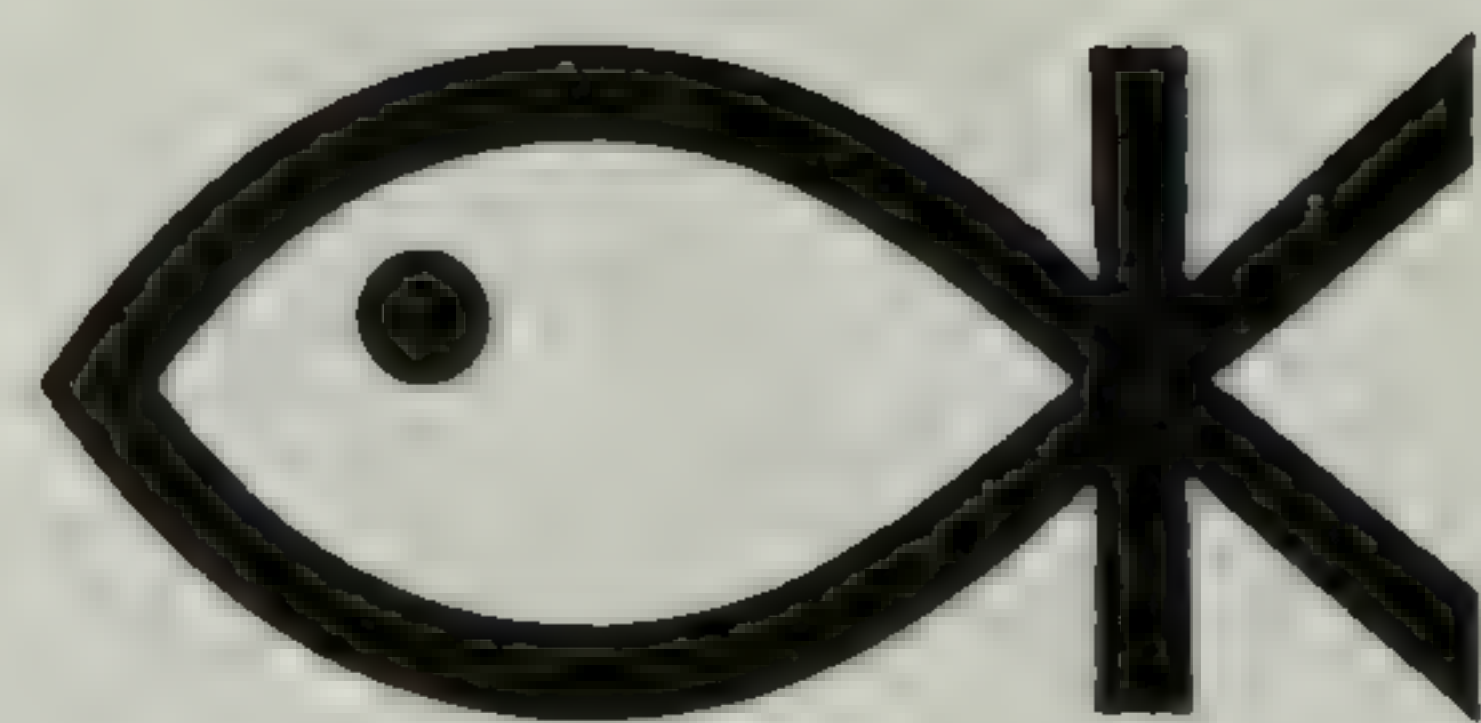


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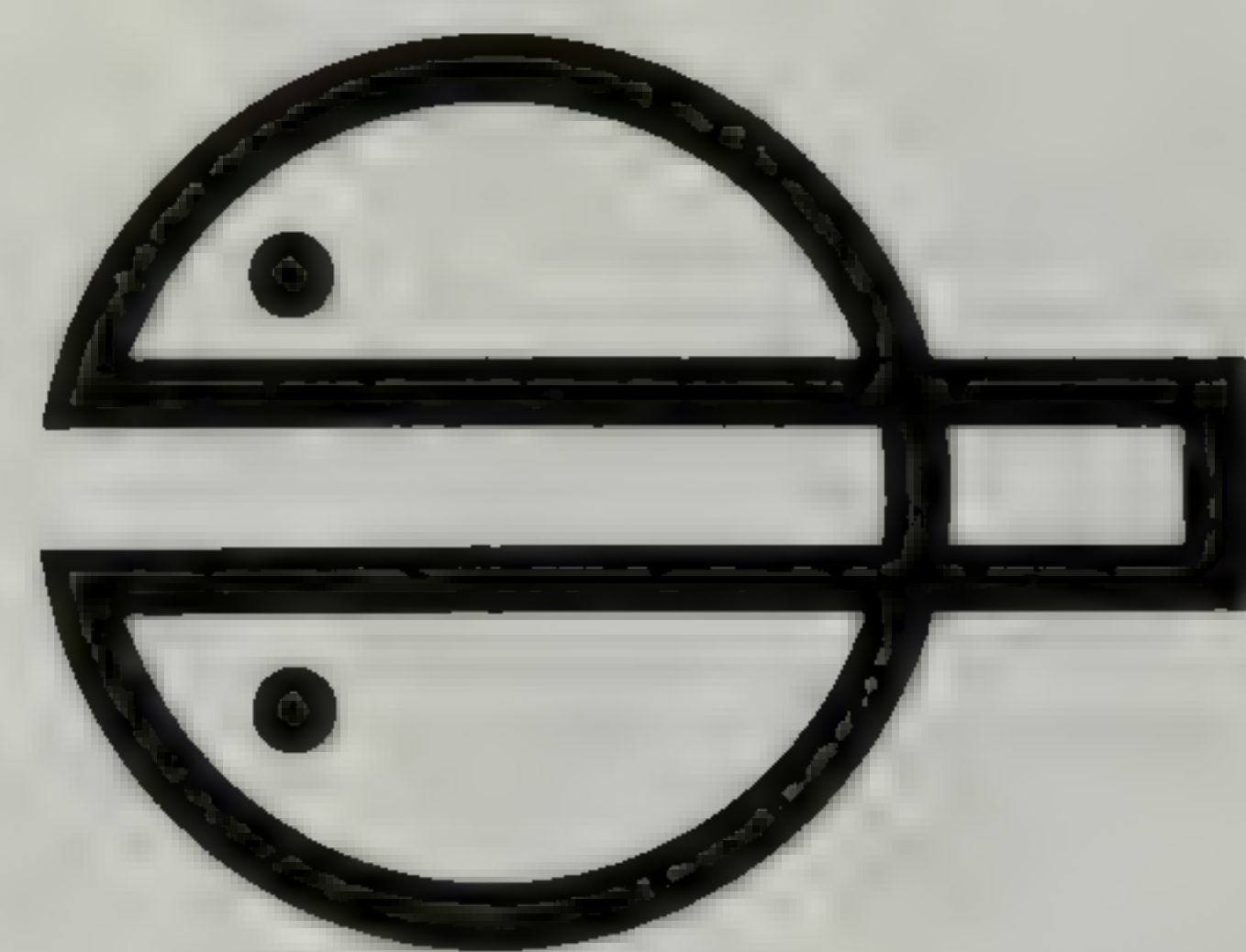




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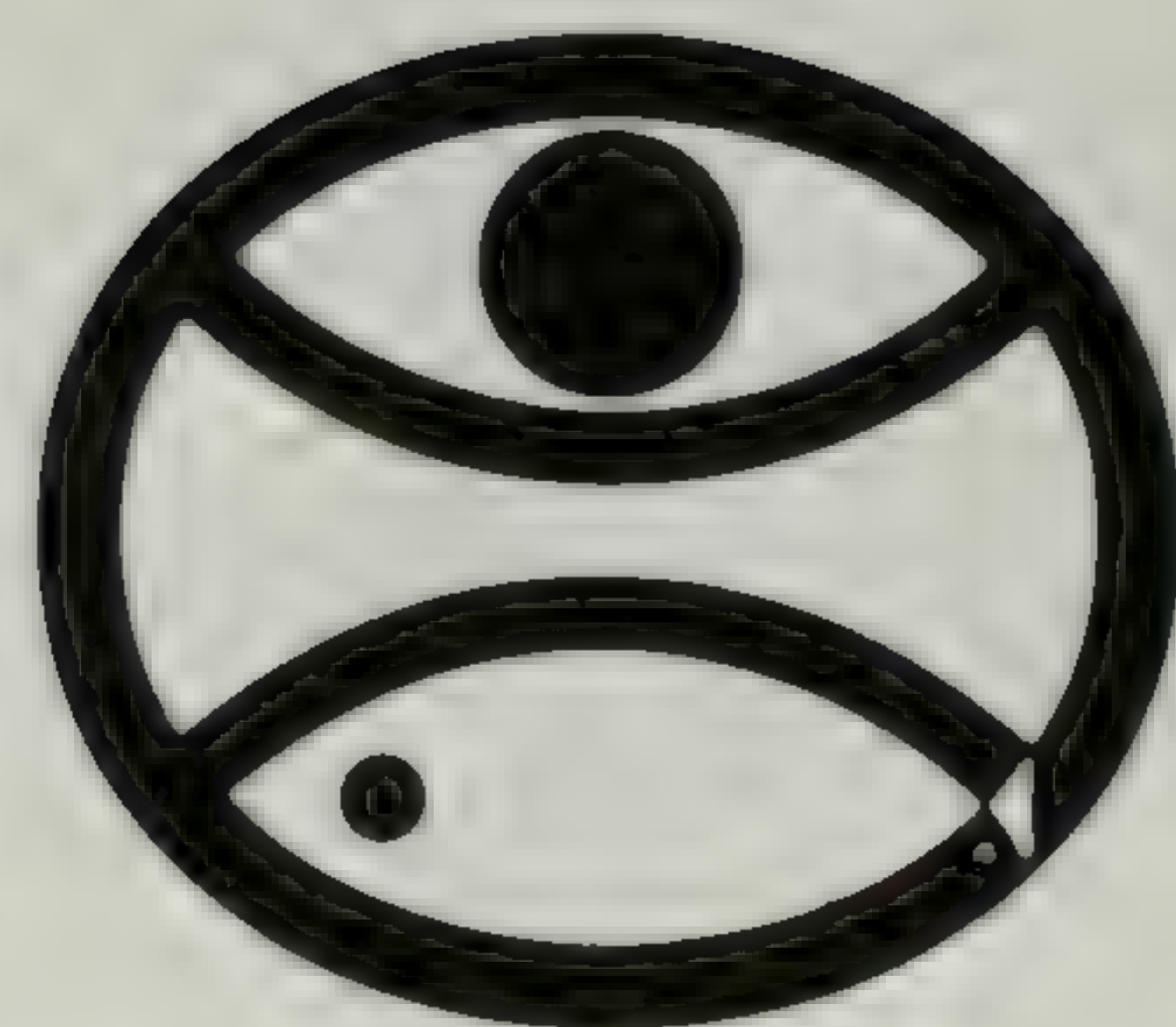
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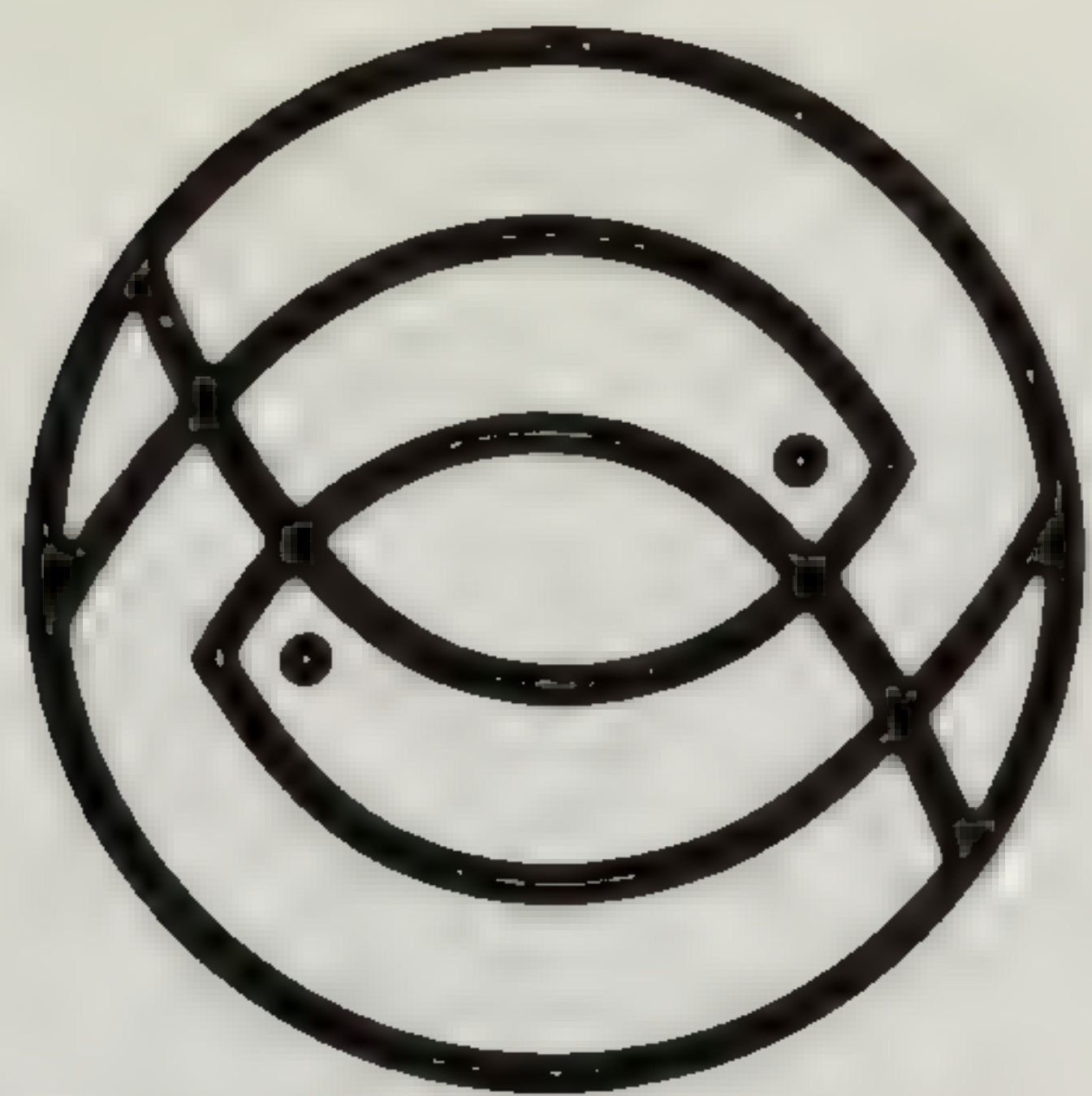


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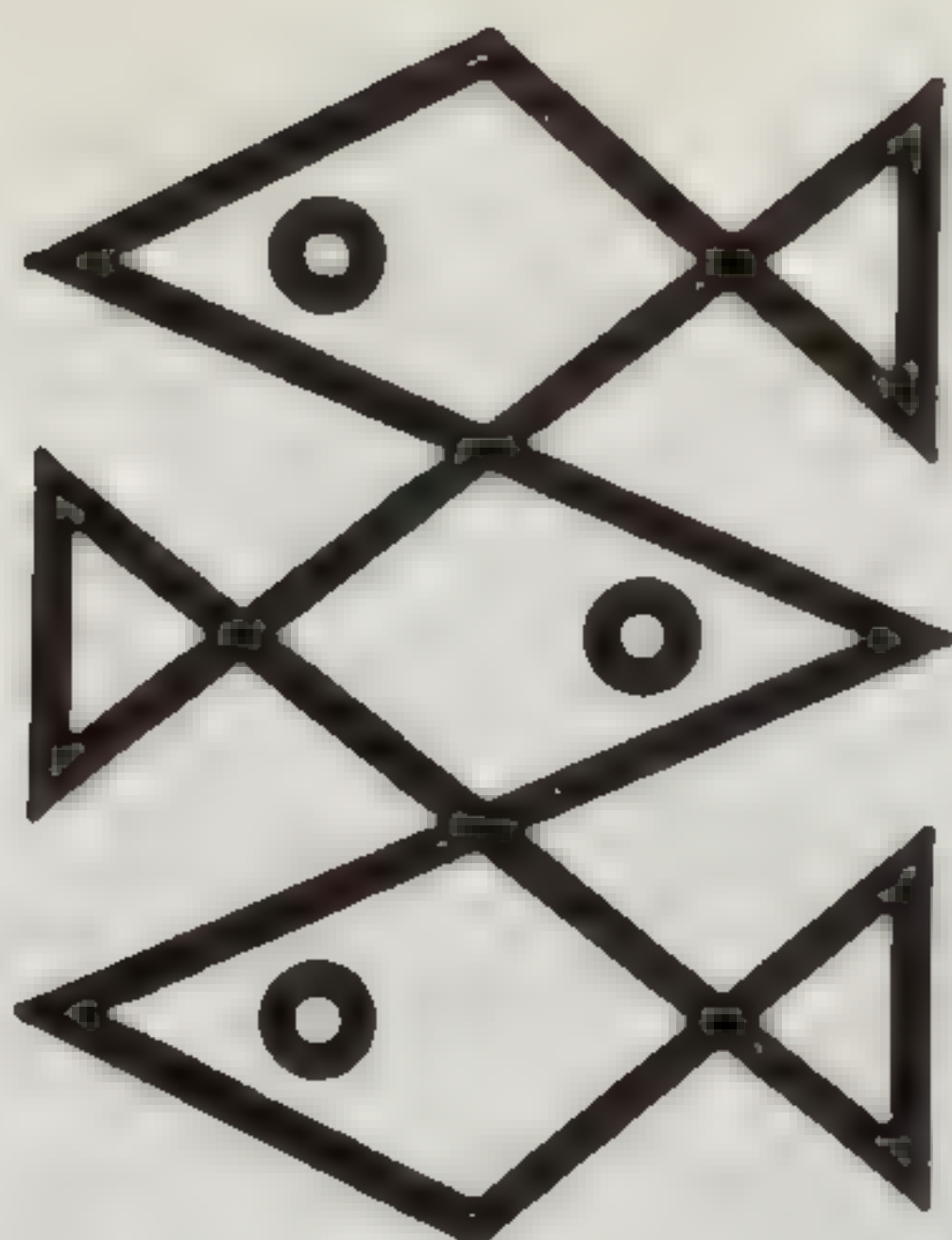


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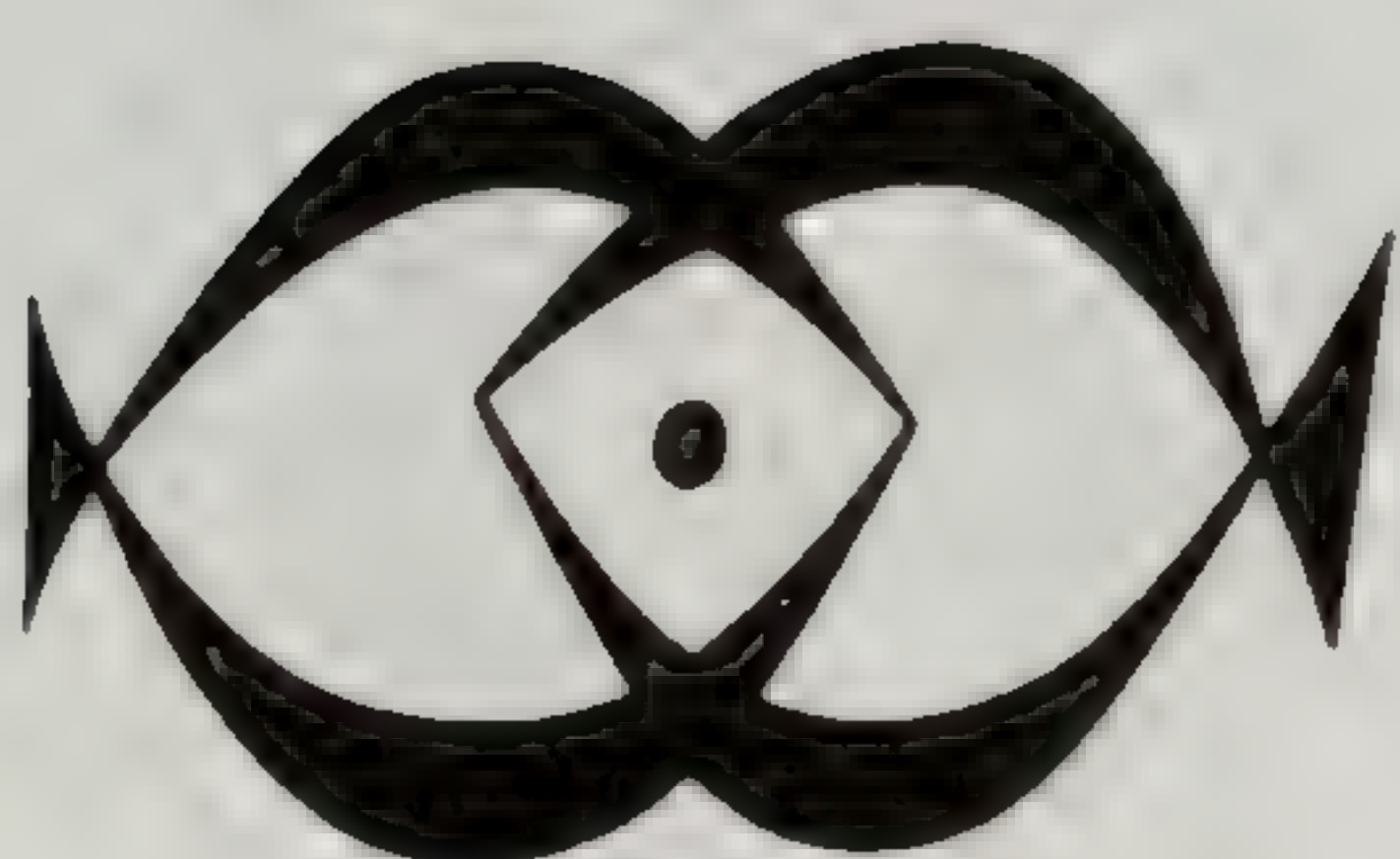
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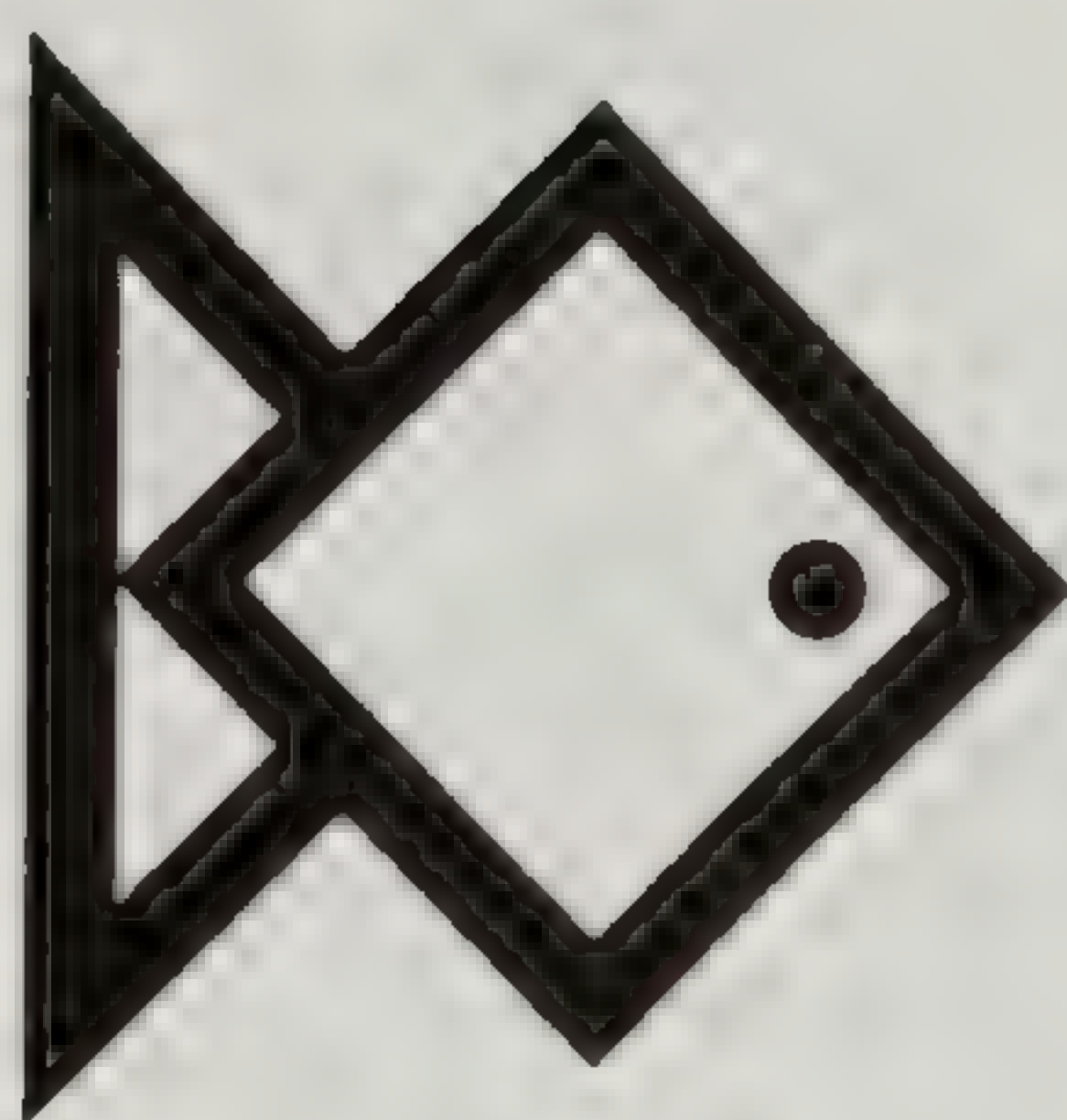
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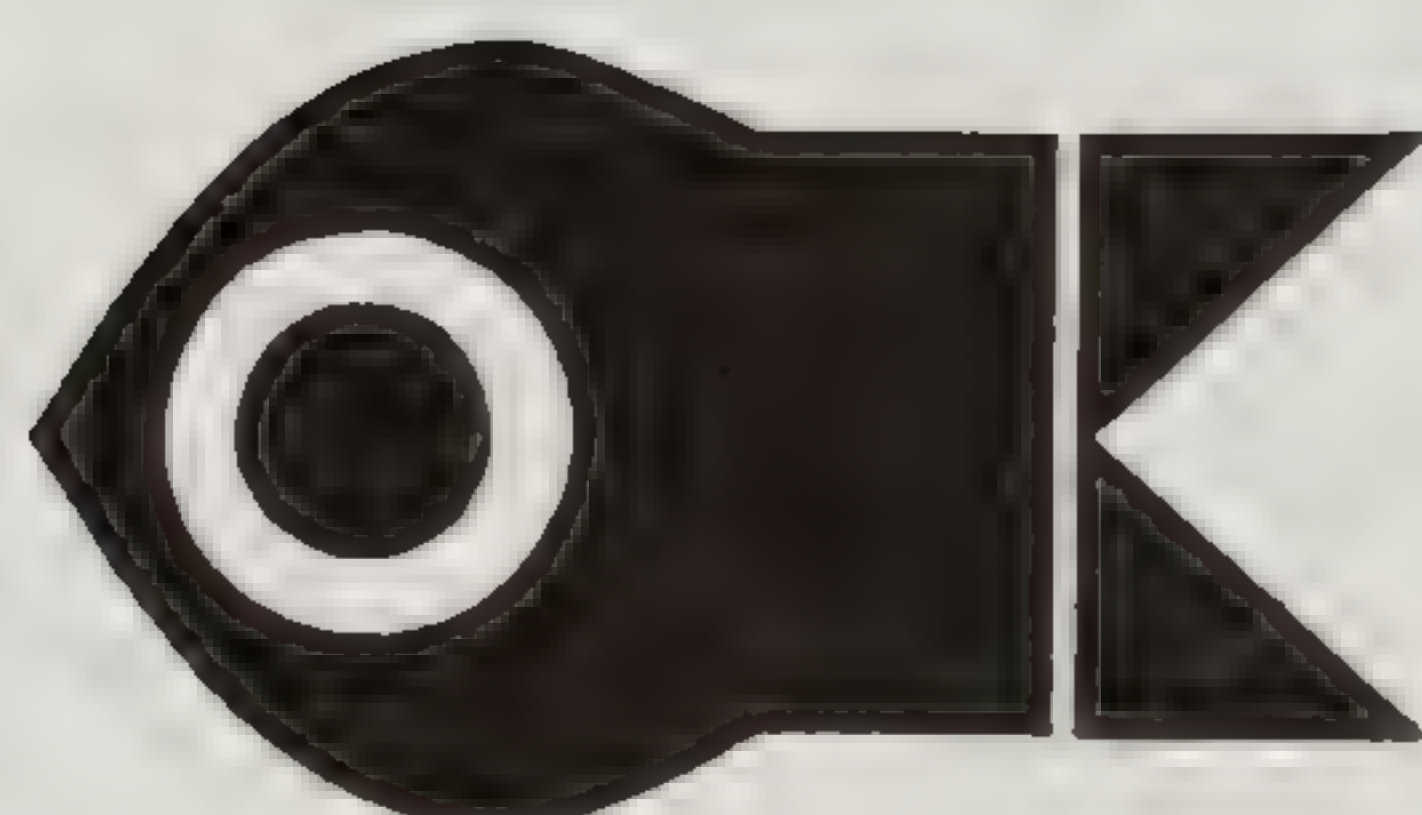
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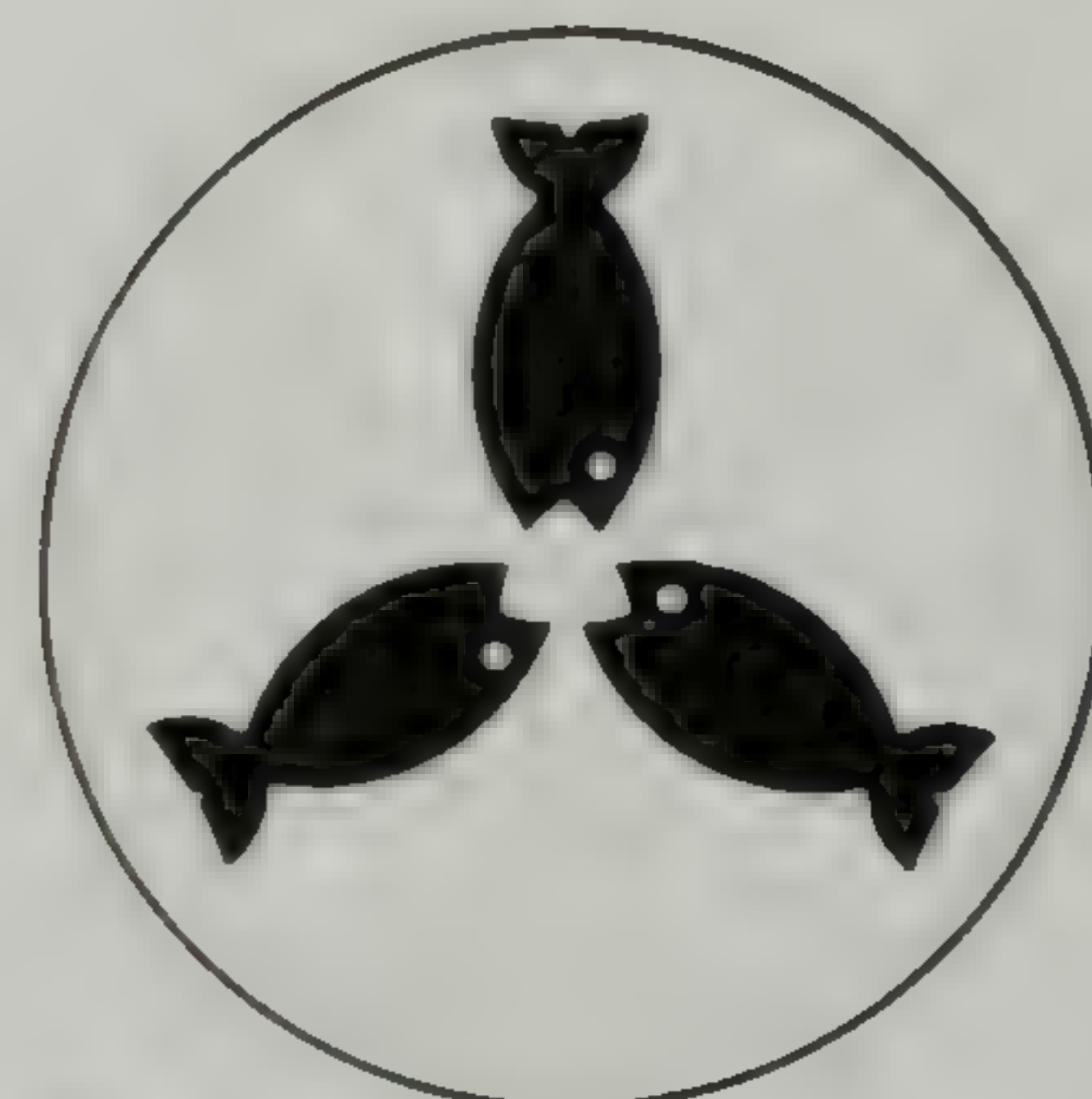
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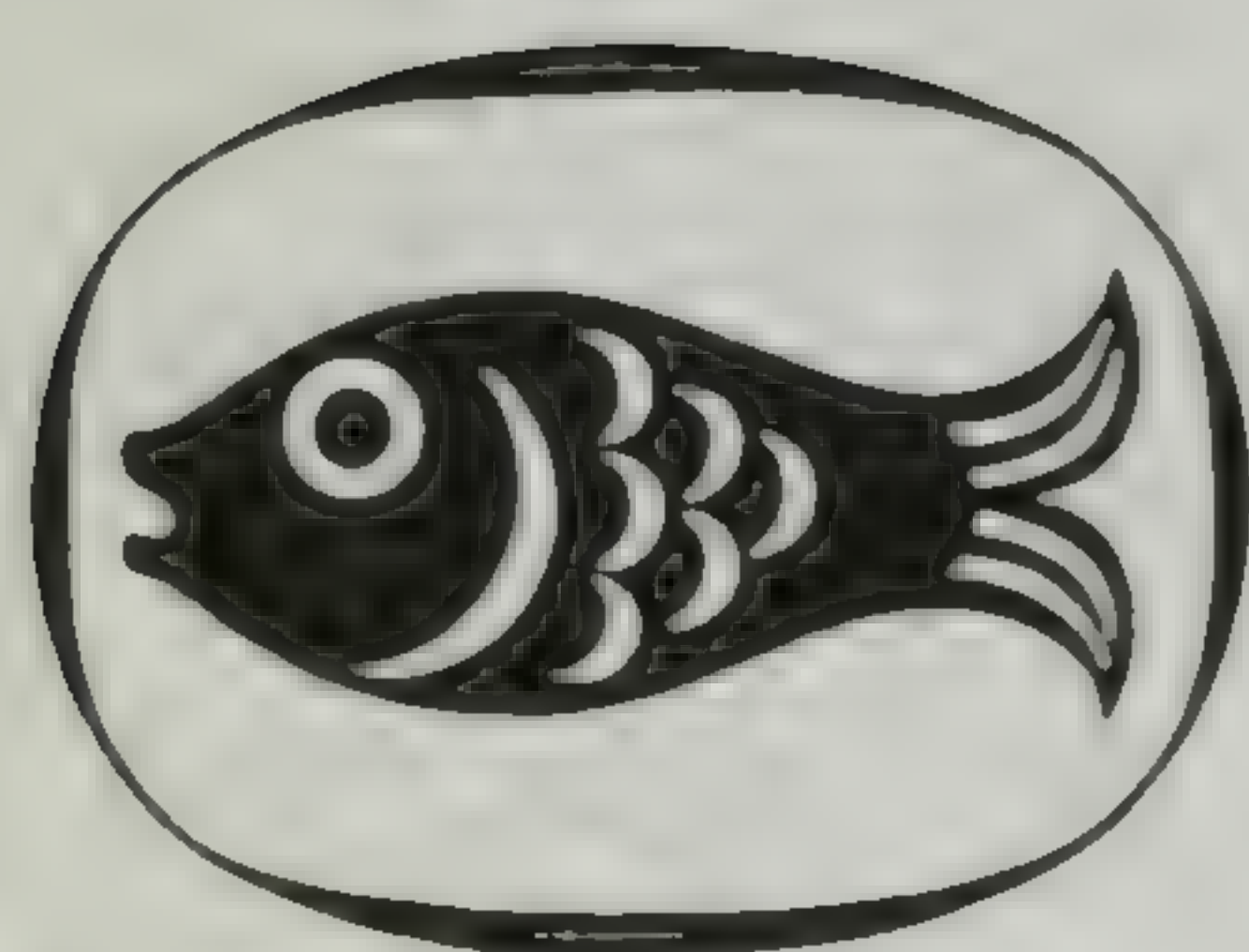
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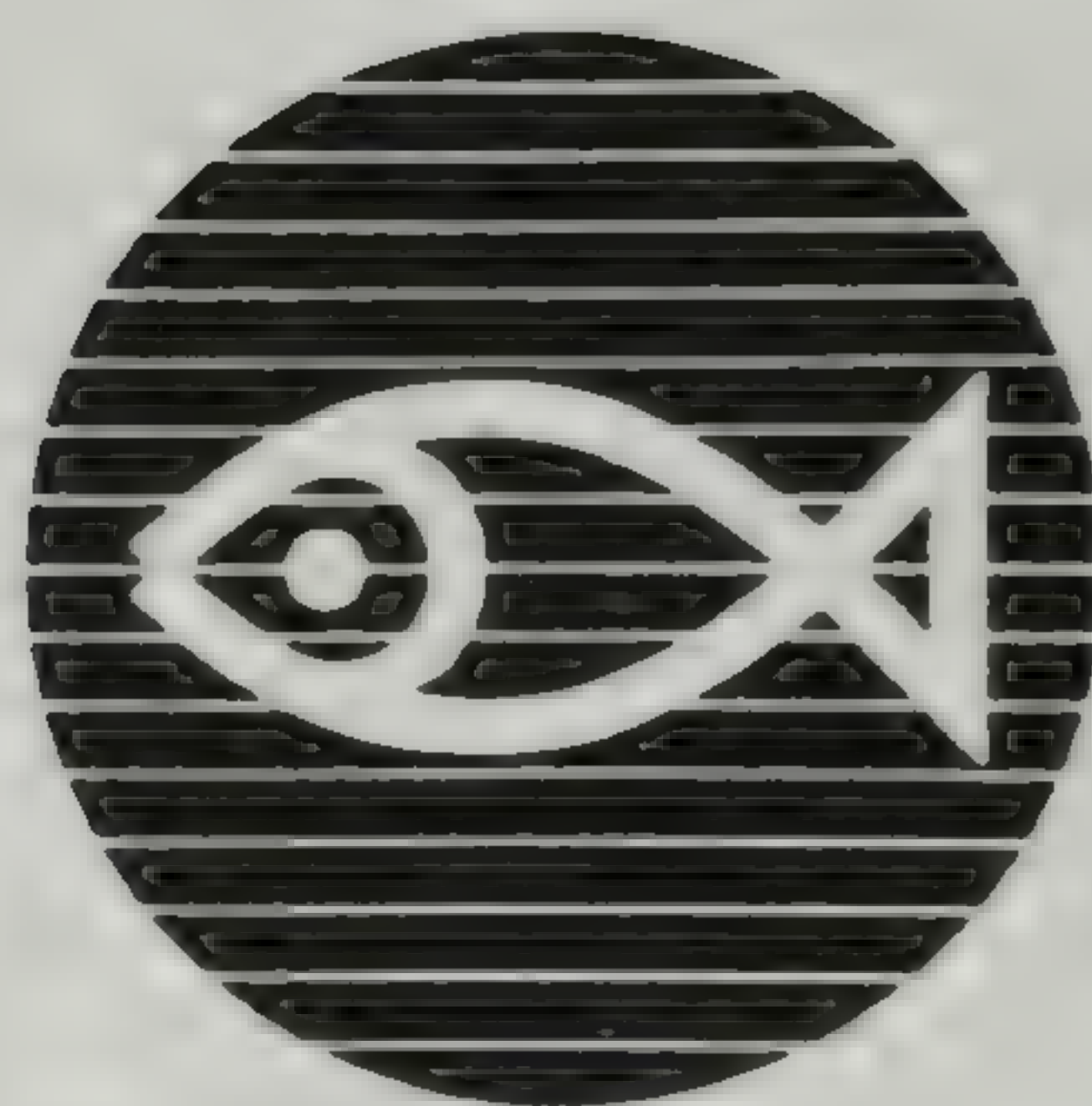
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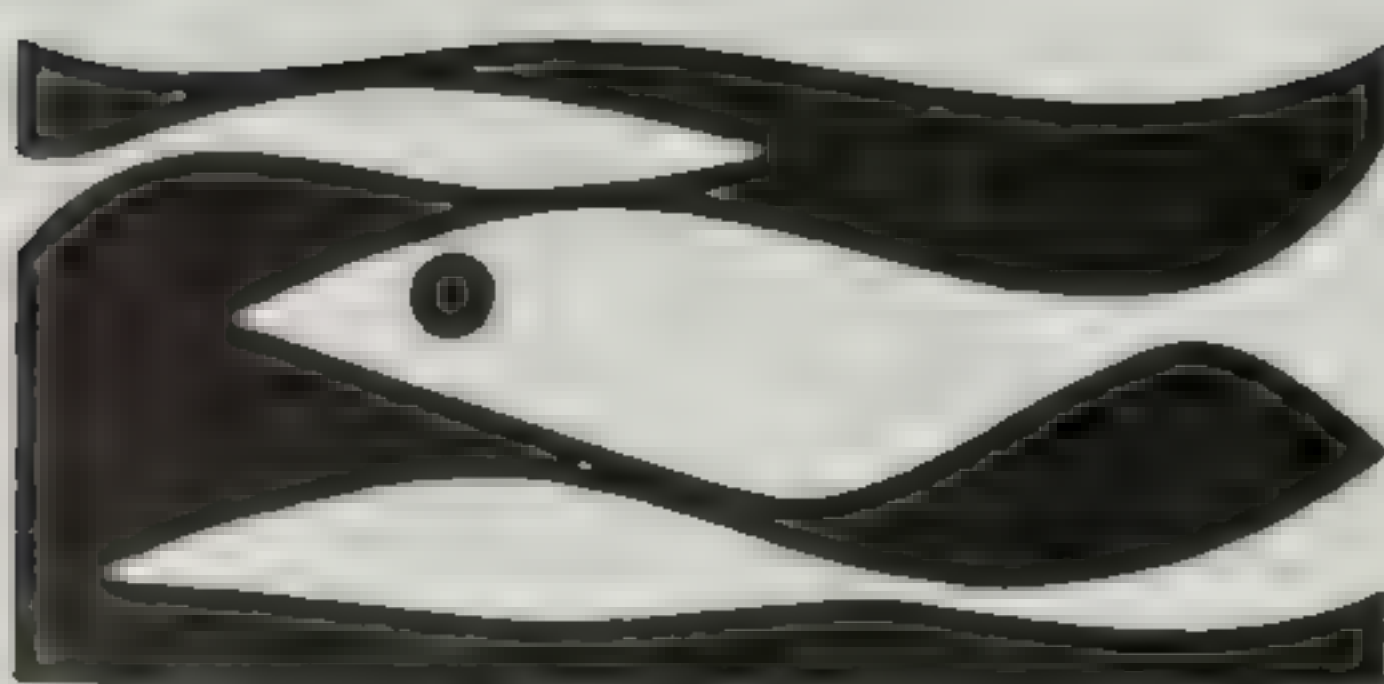
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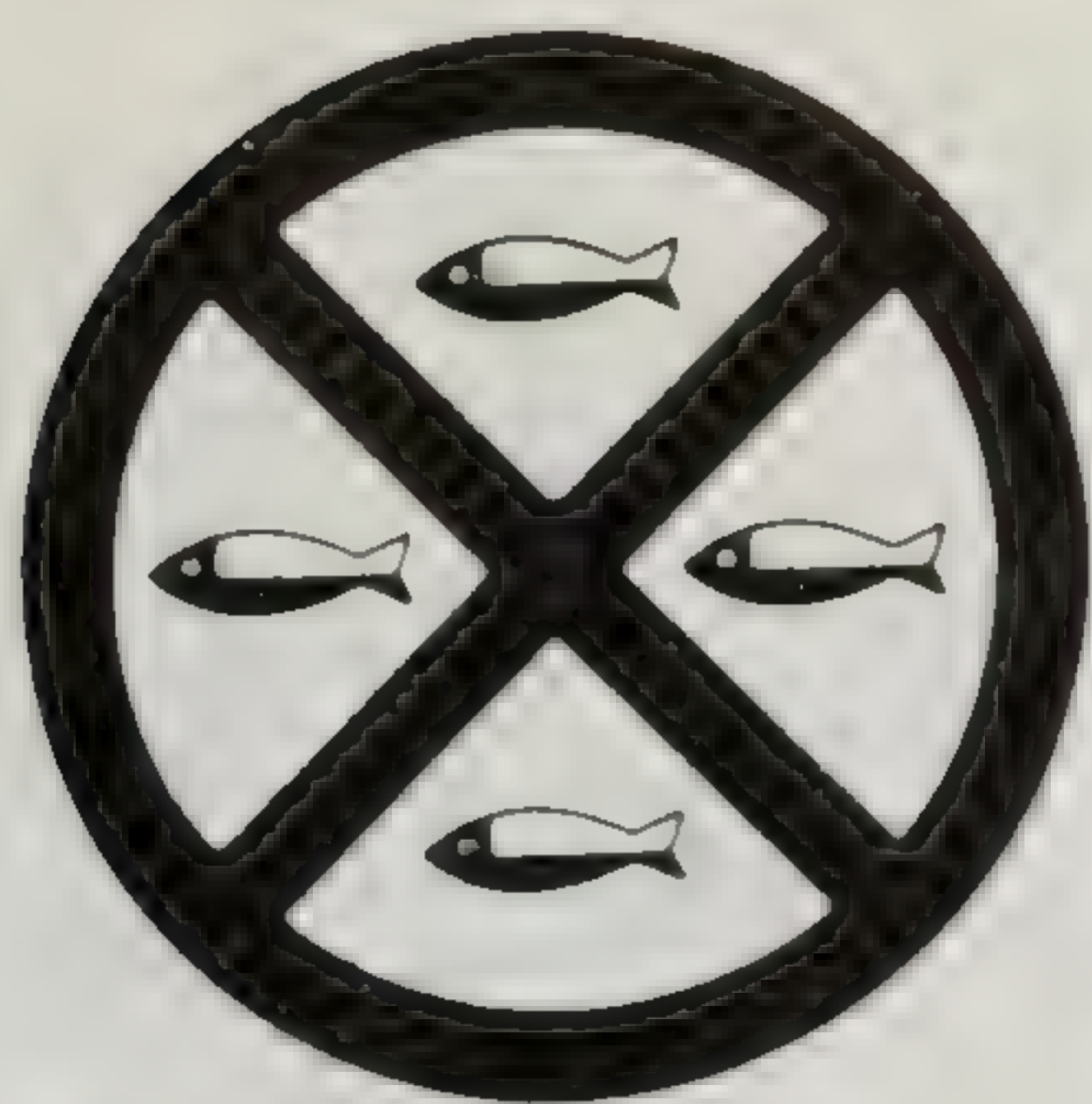


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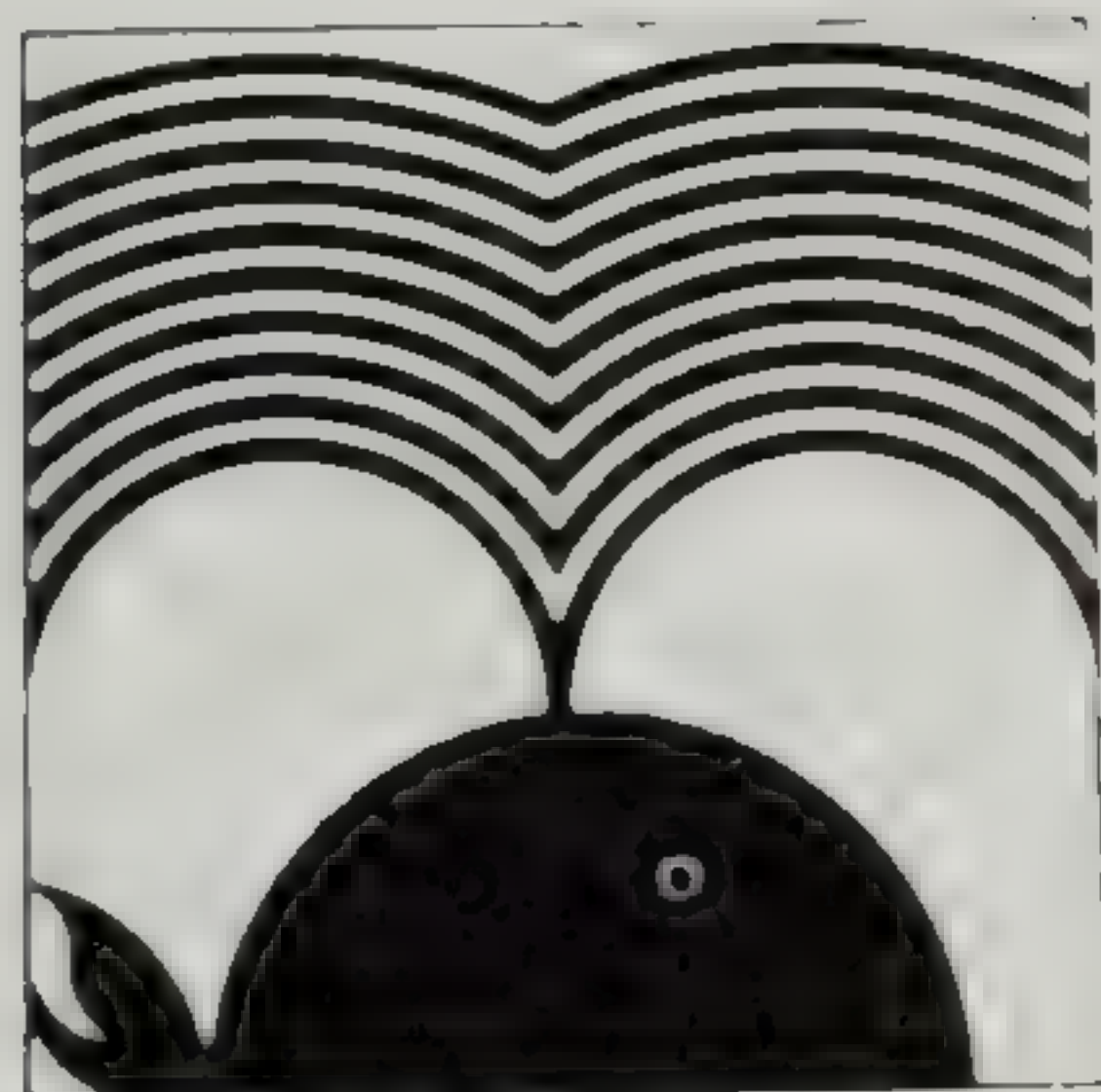


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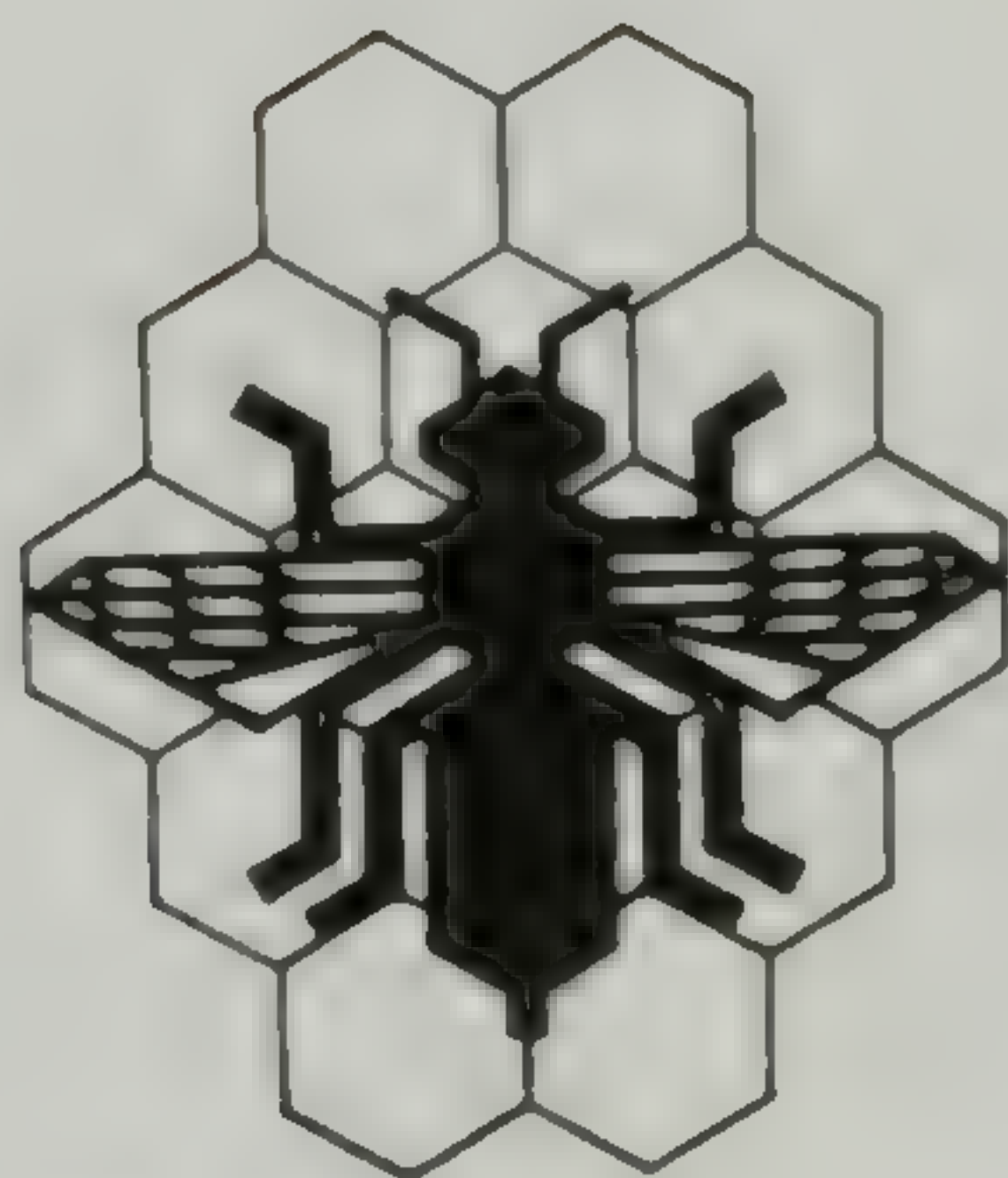
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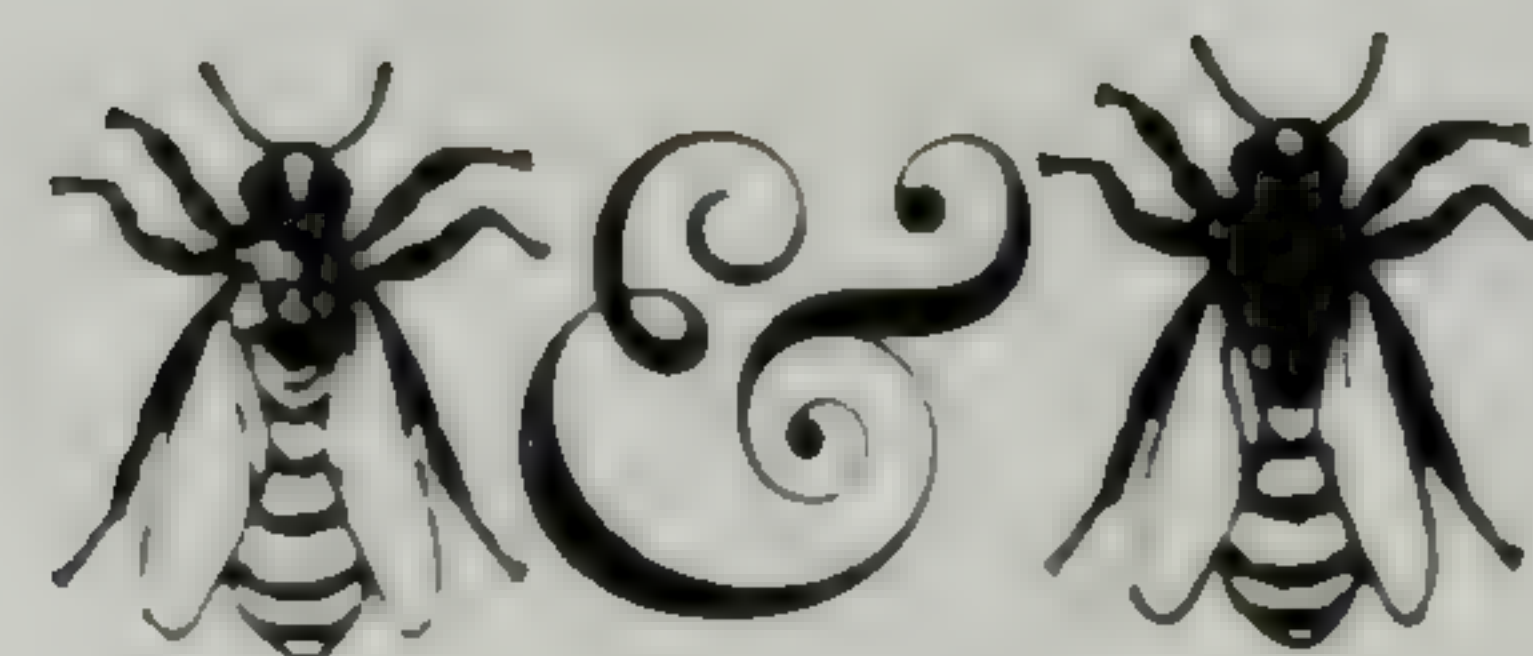
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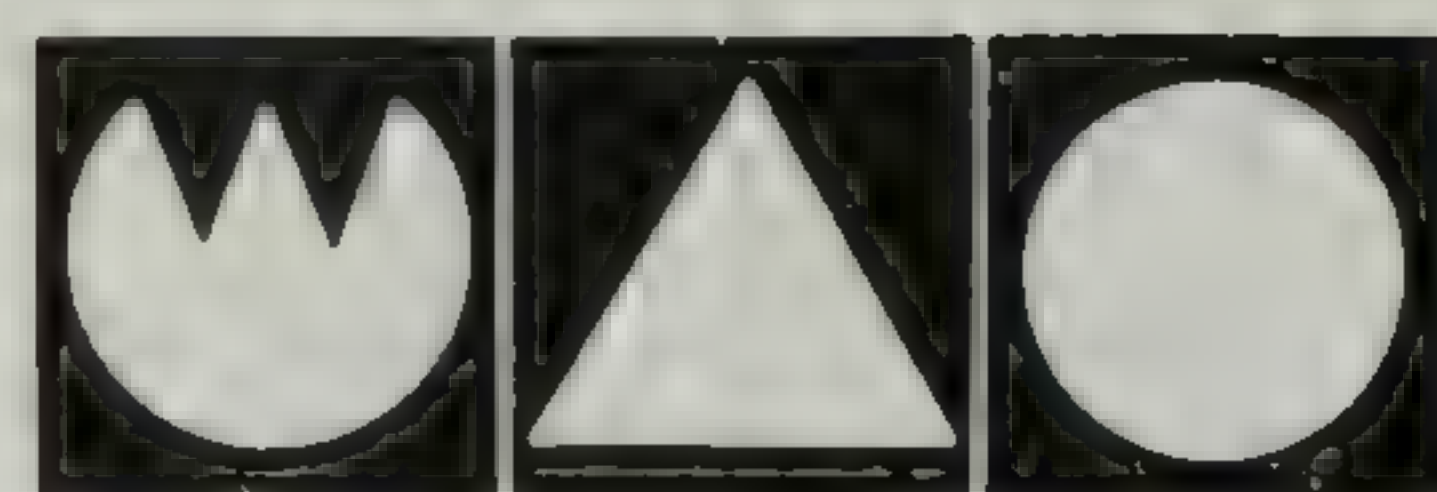
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426



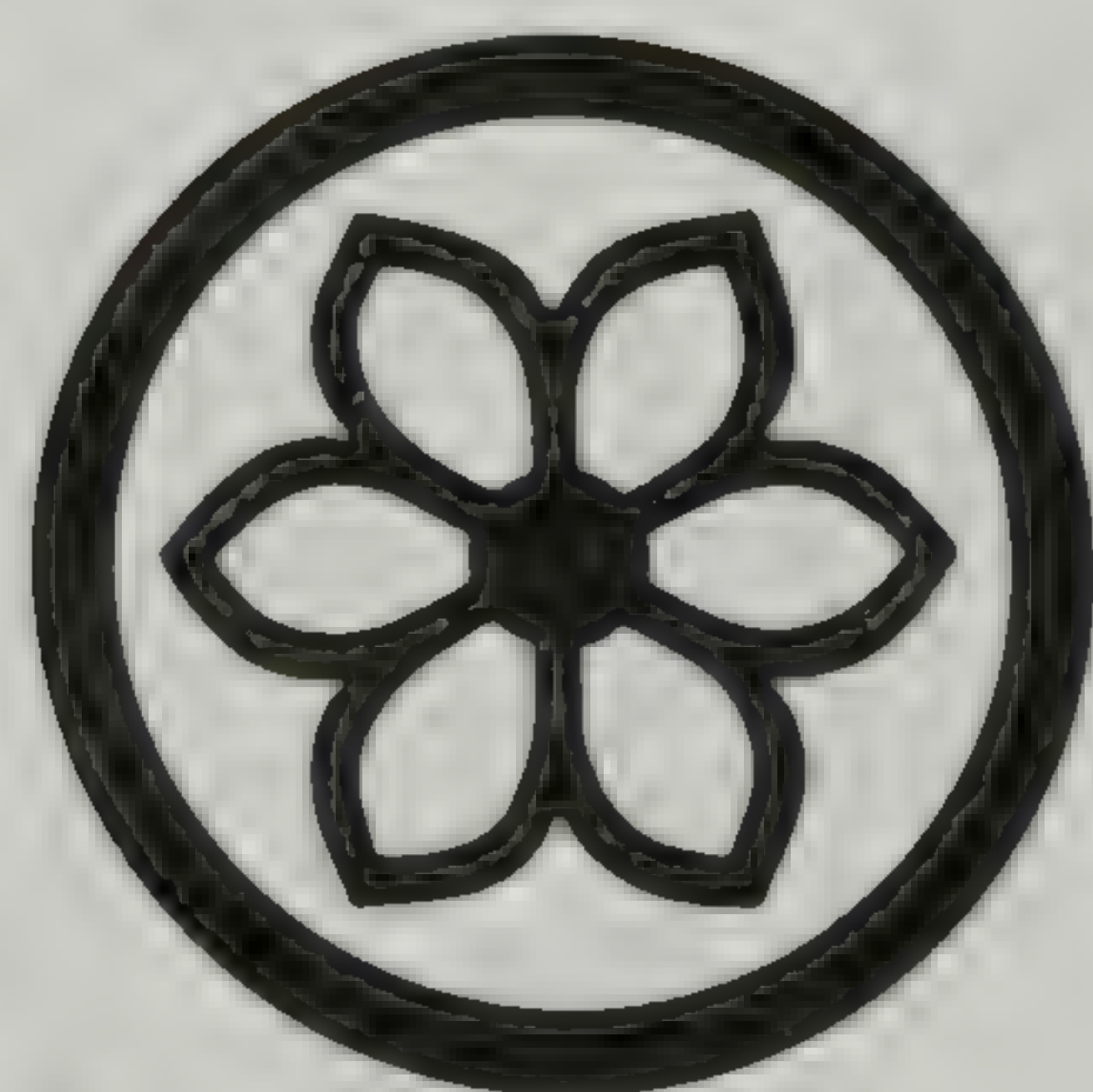
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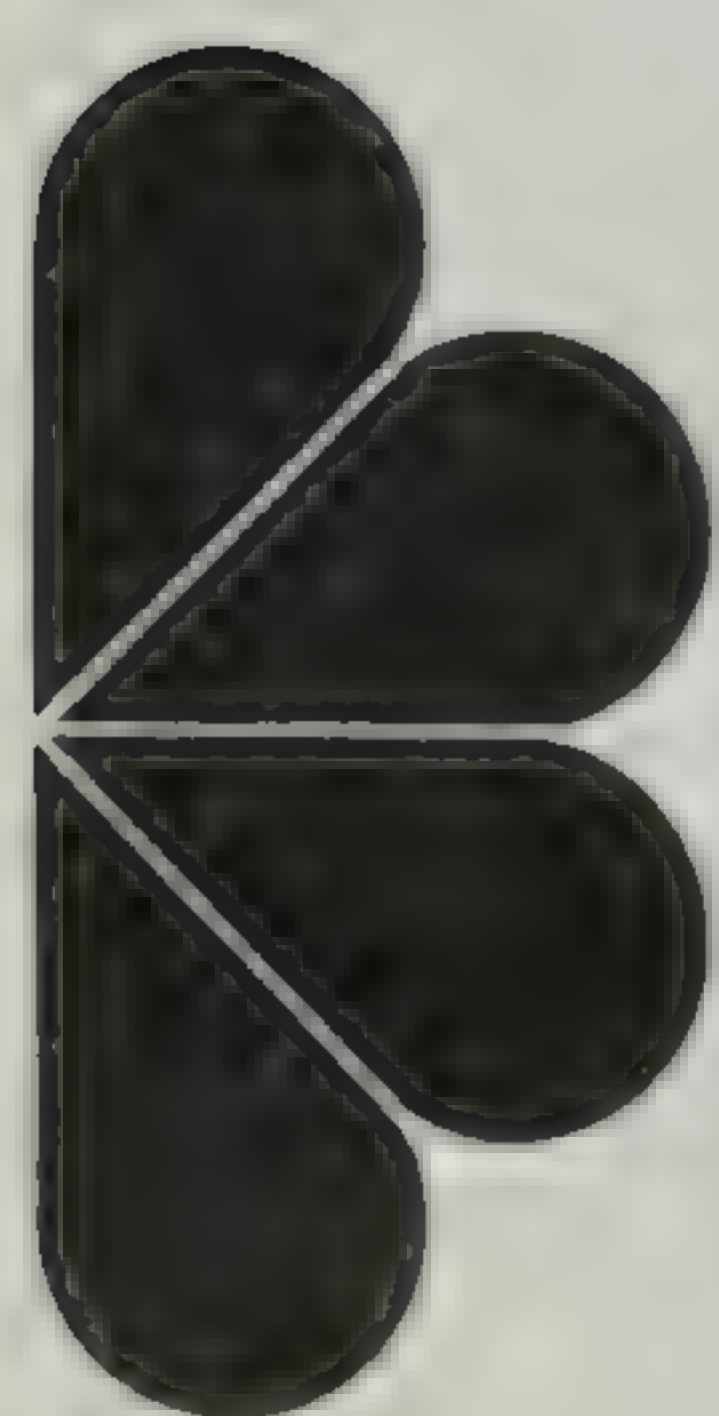
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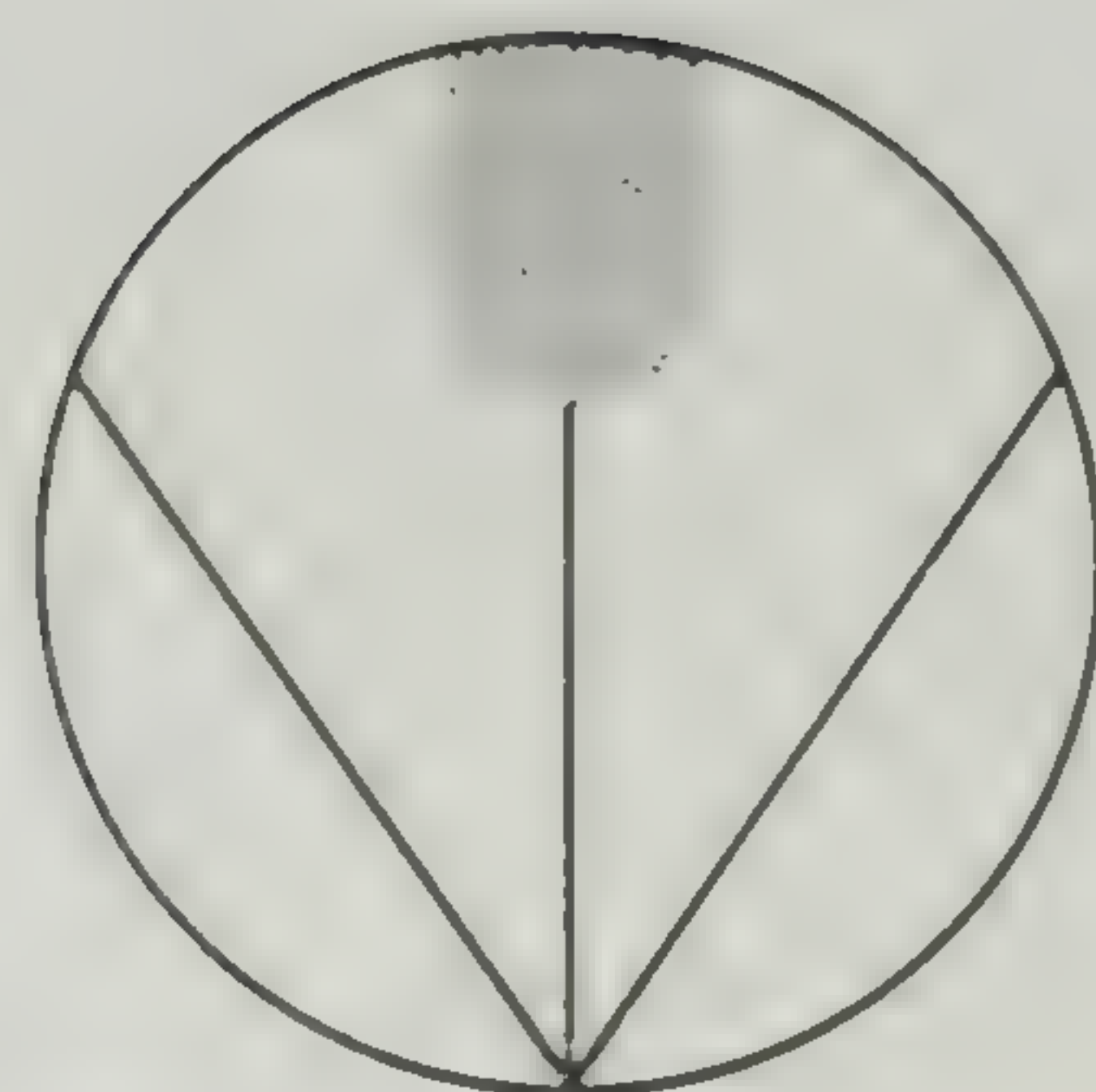
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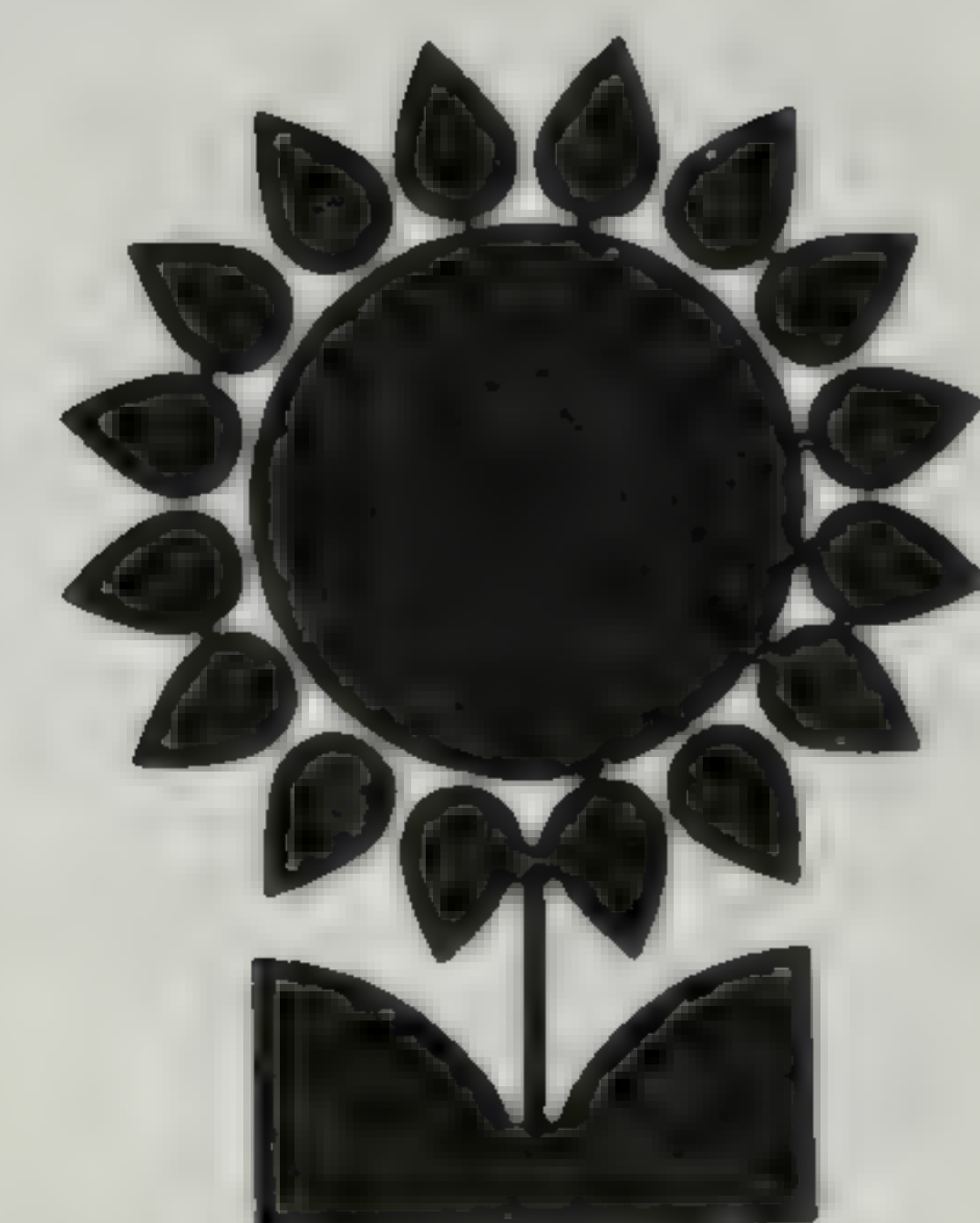
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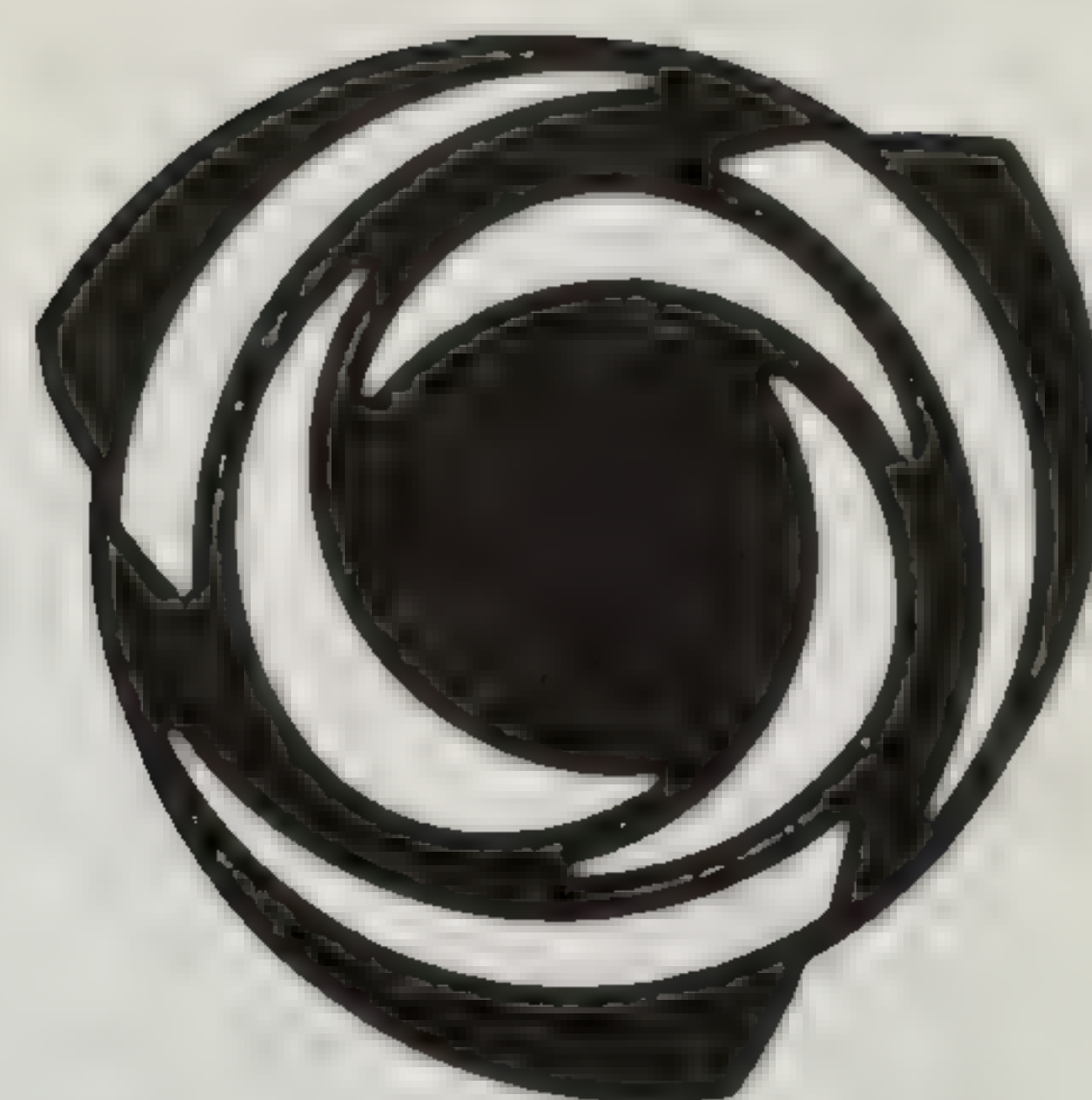




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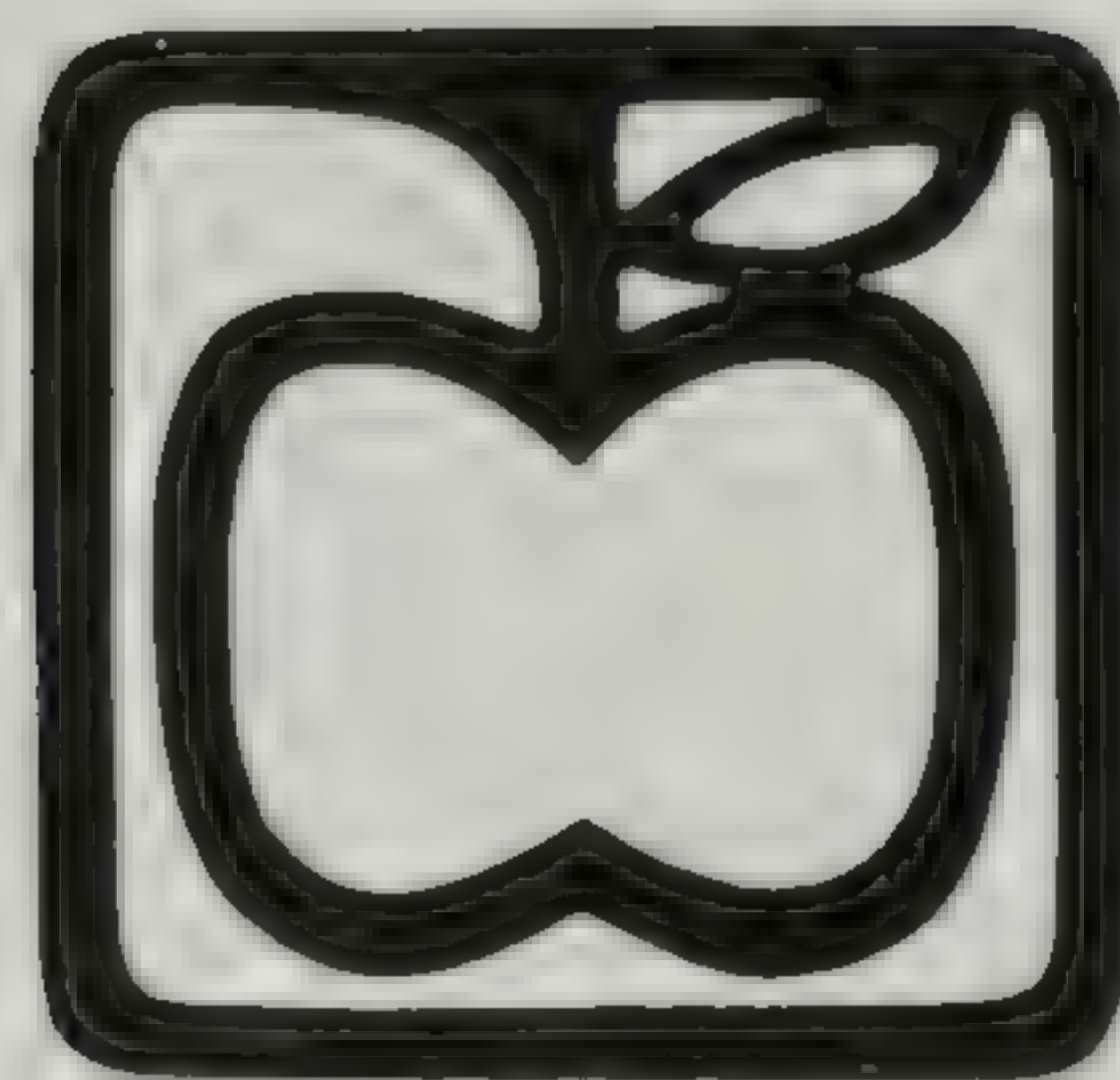
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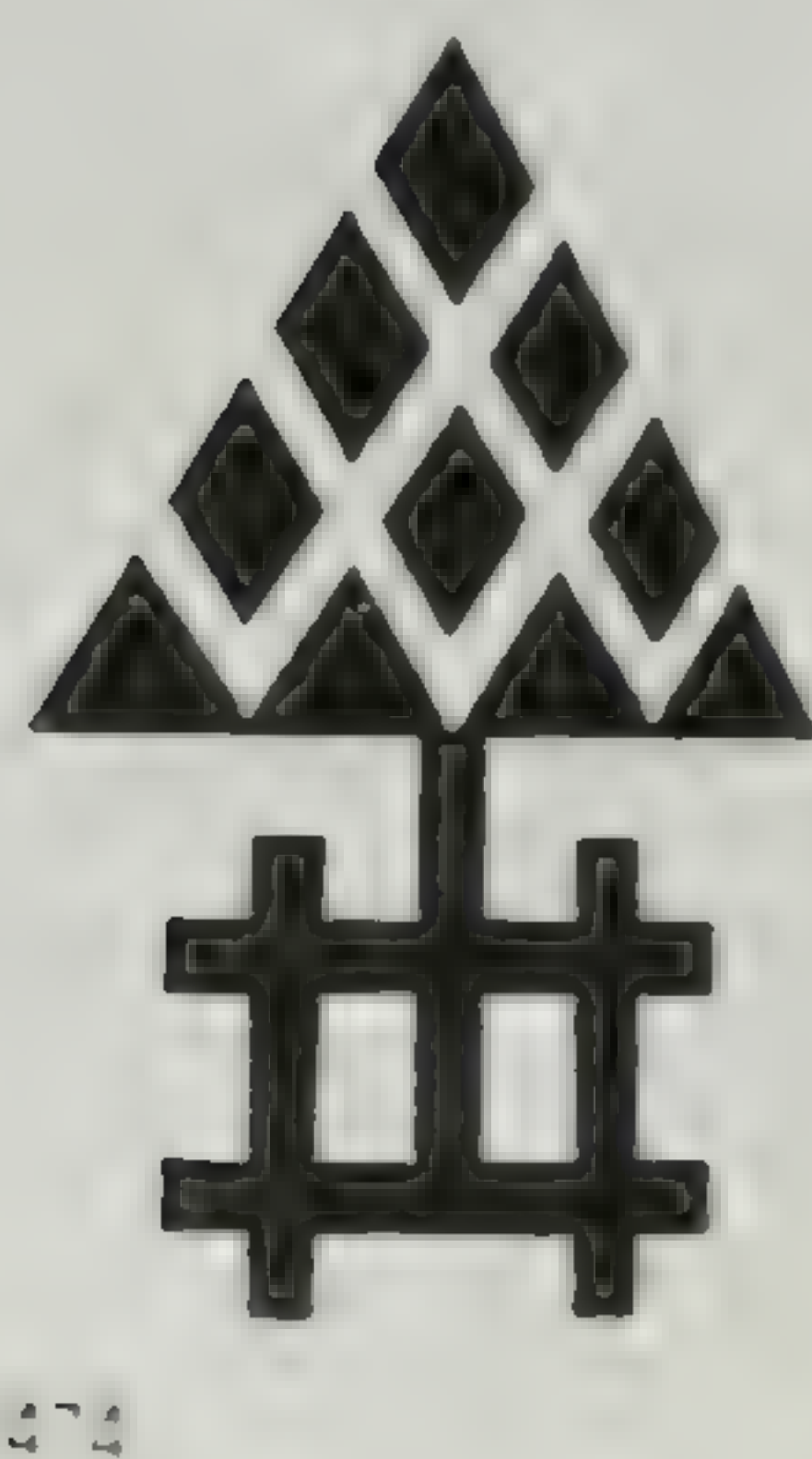
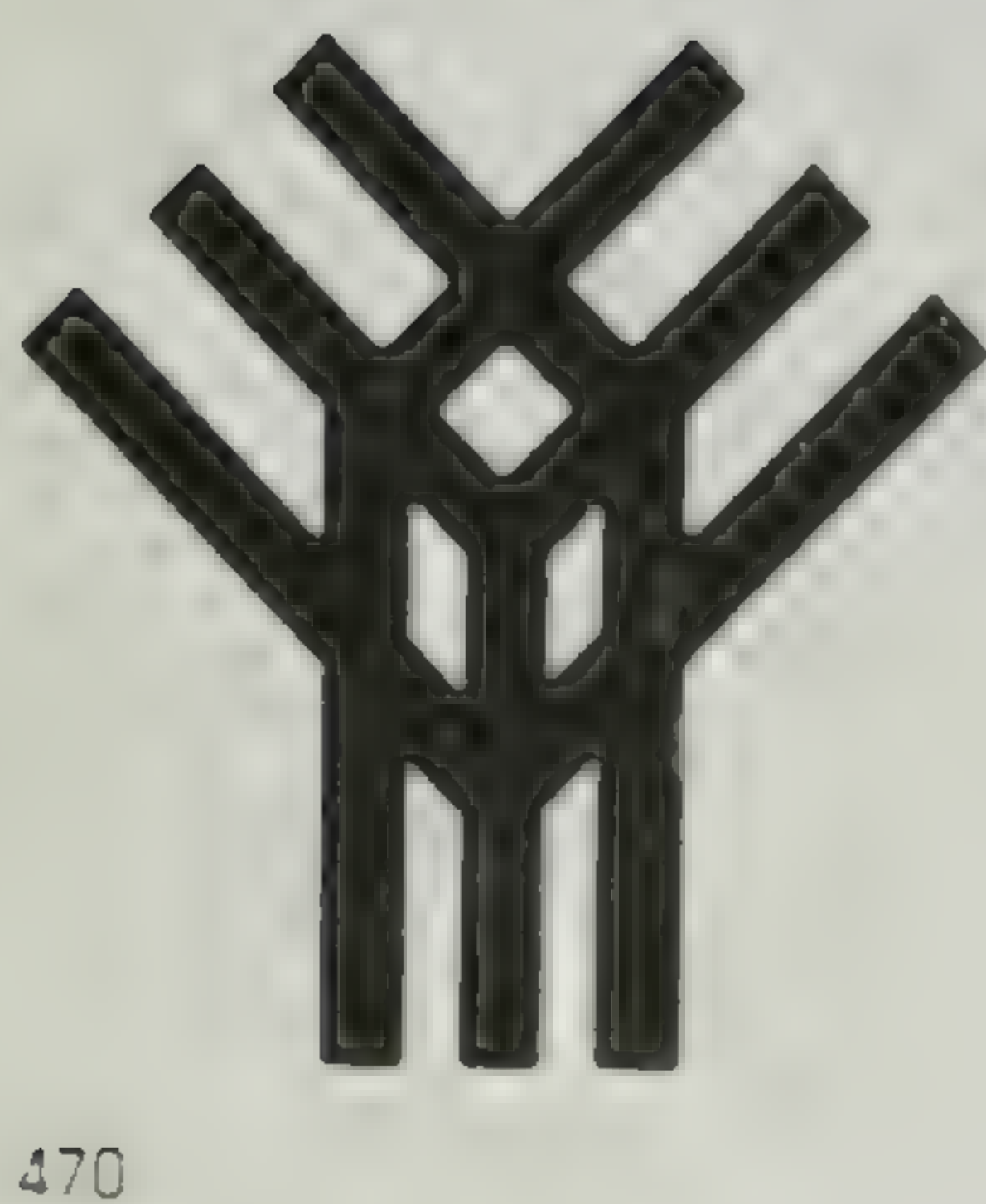
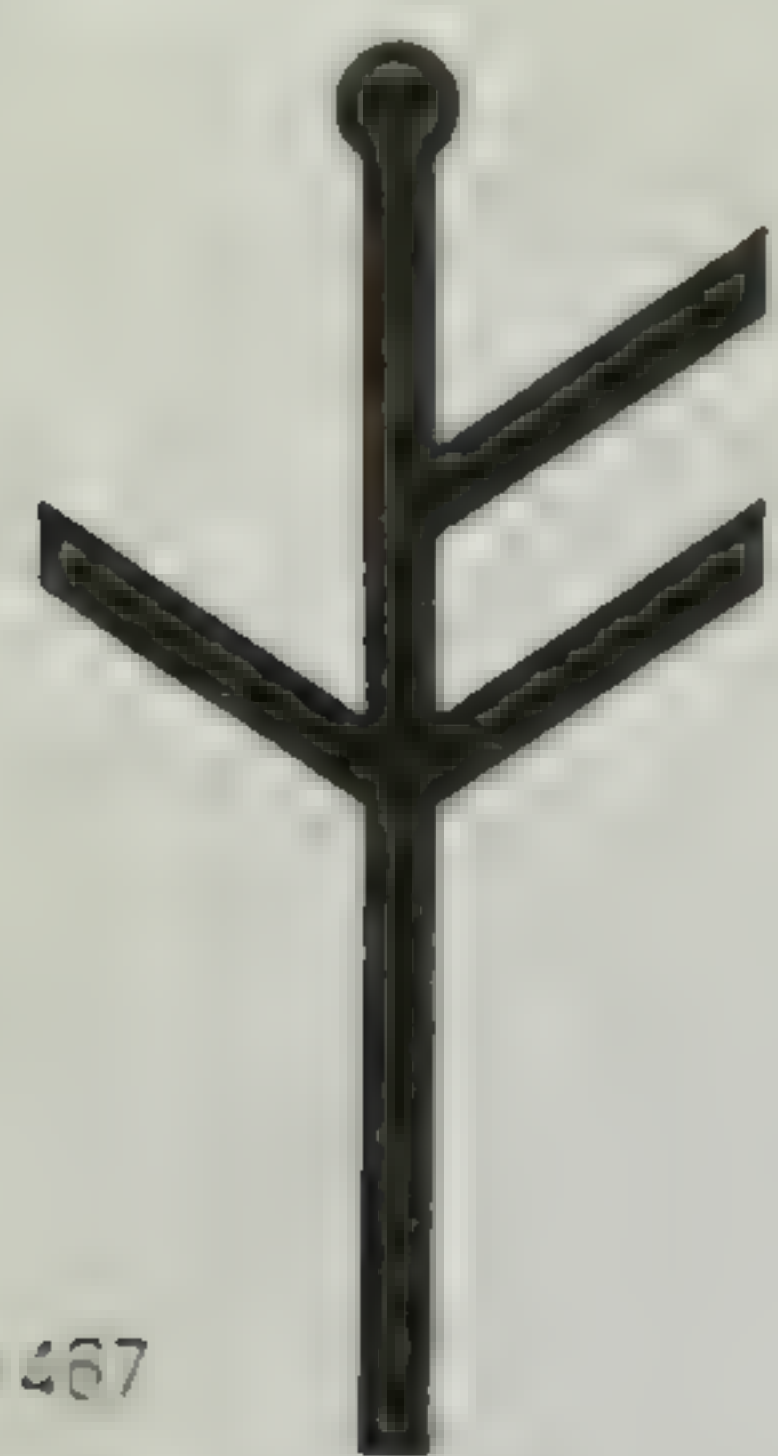
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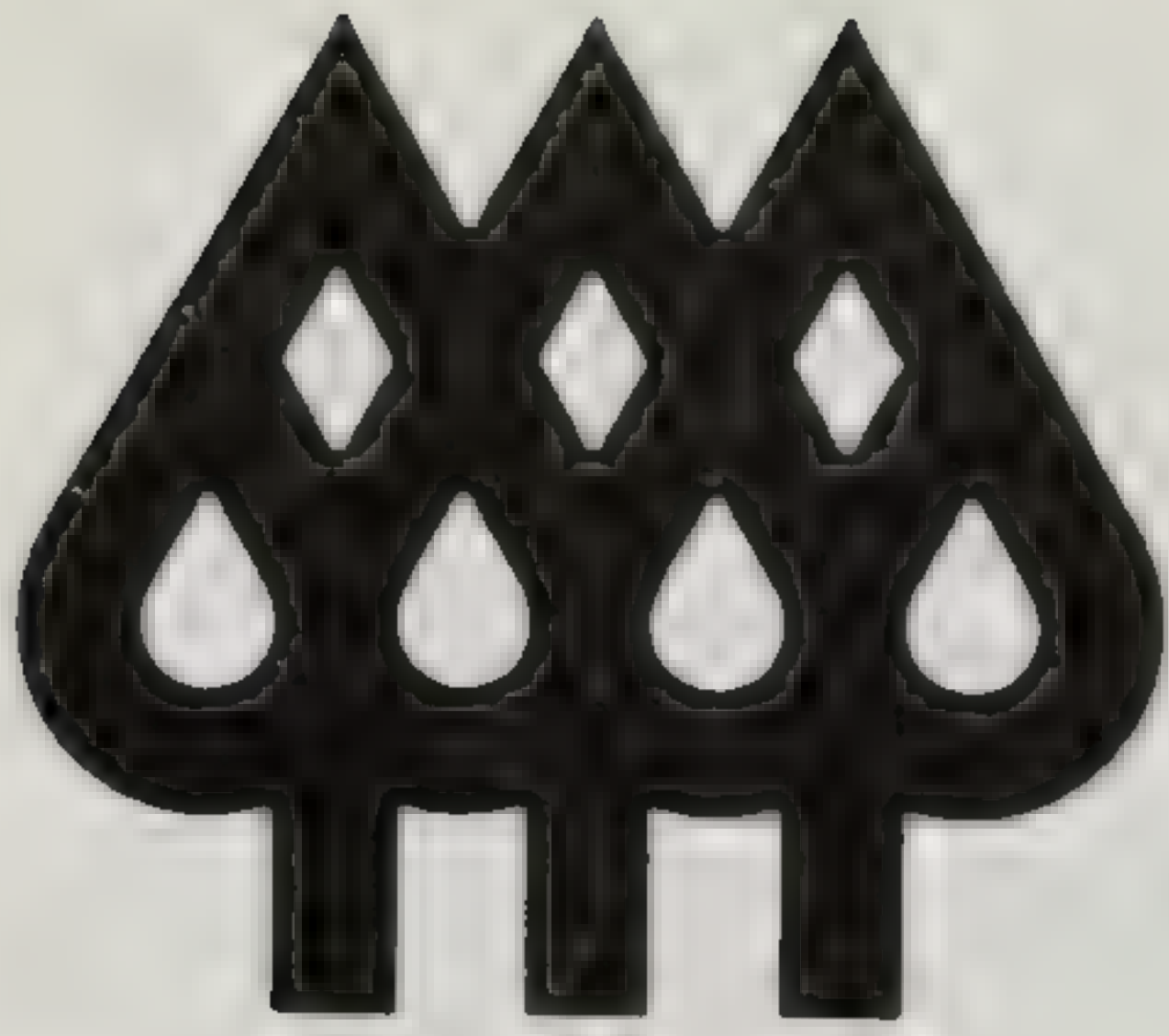
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479



483



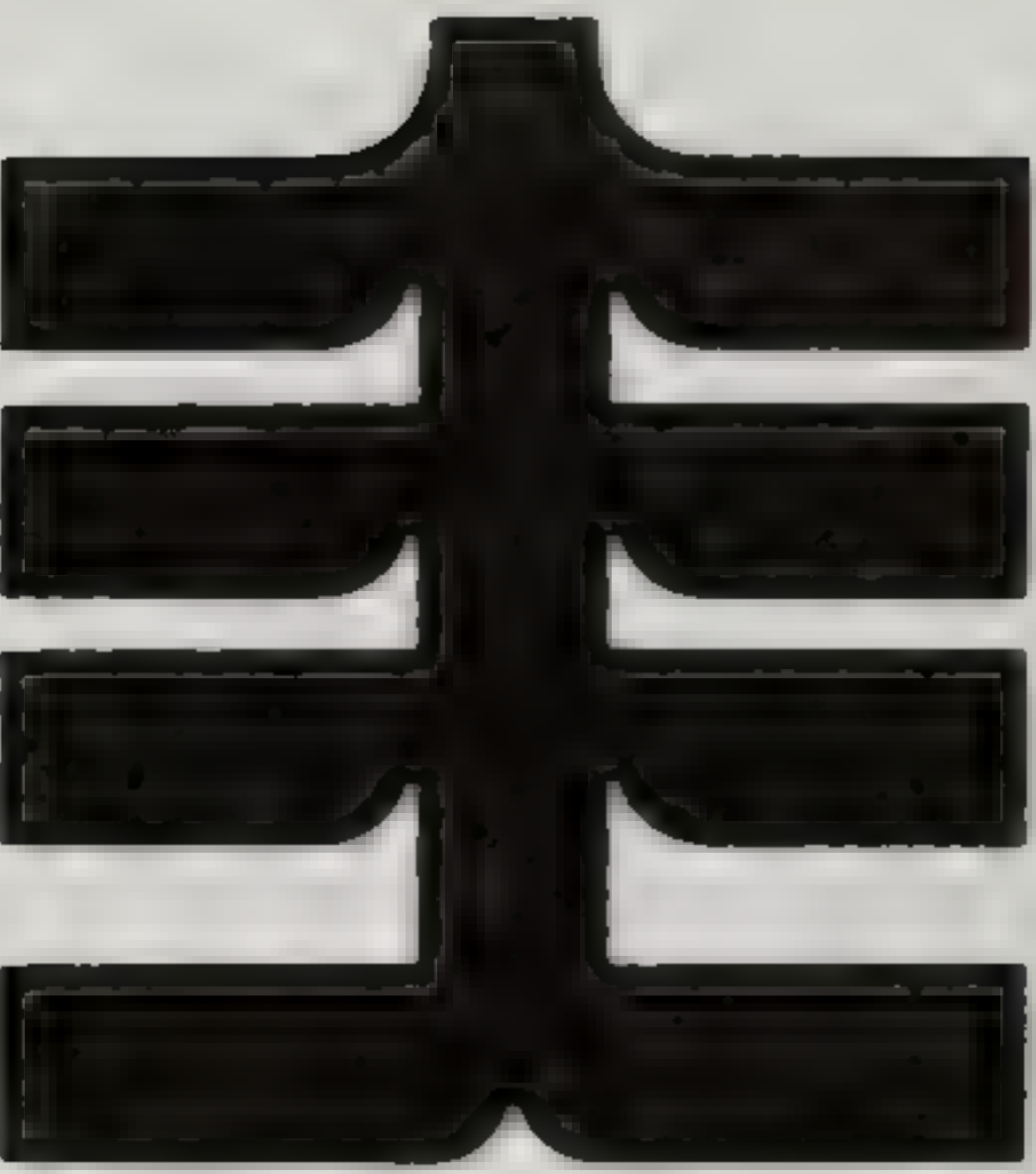
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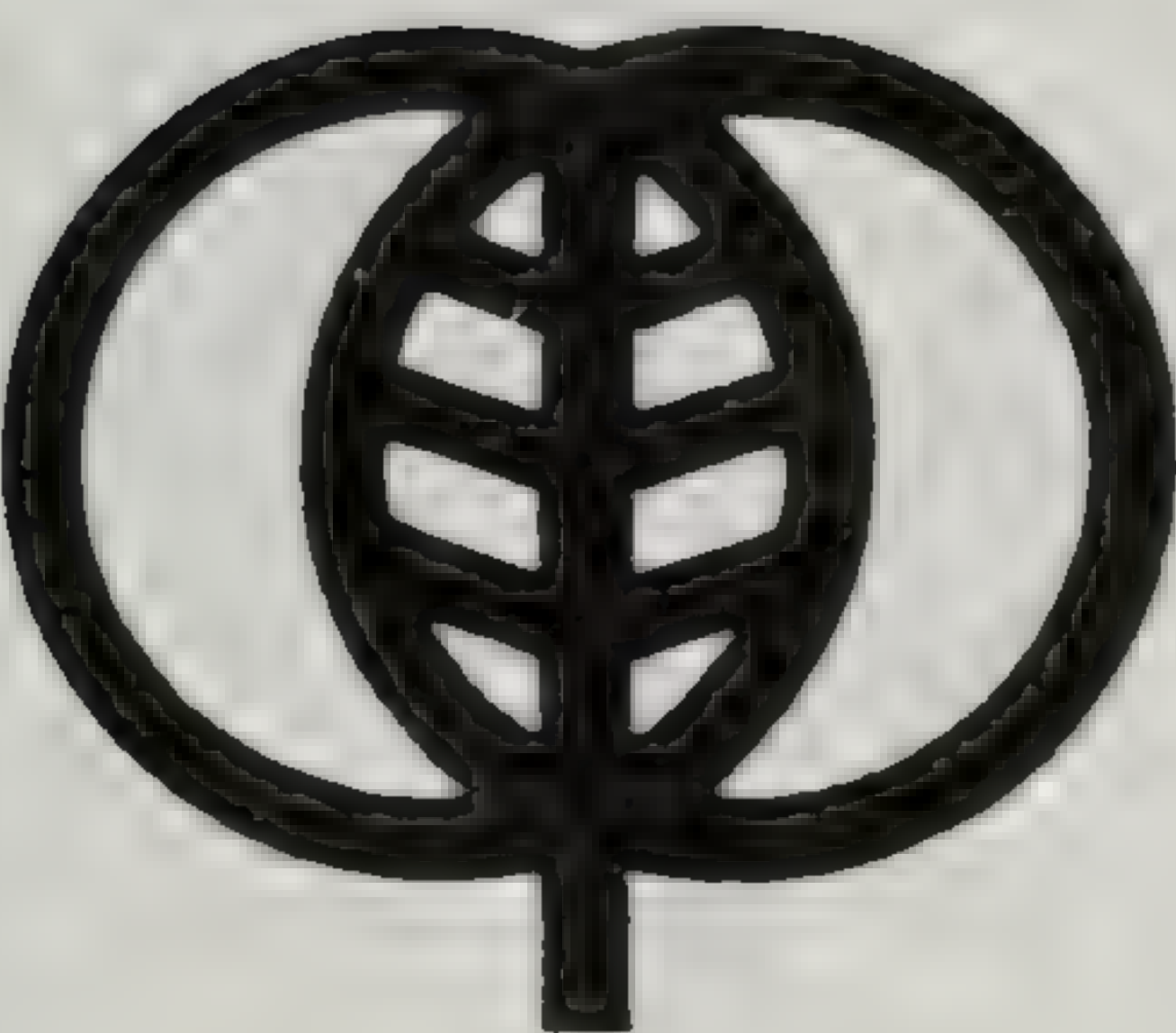
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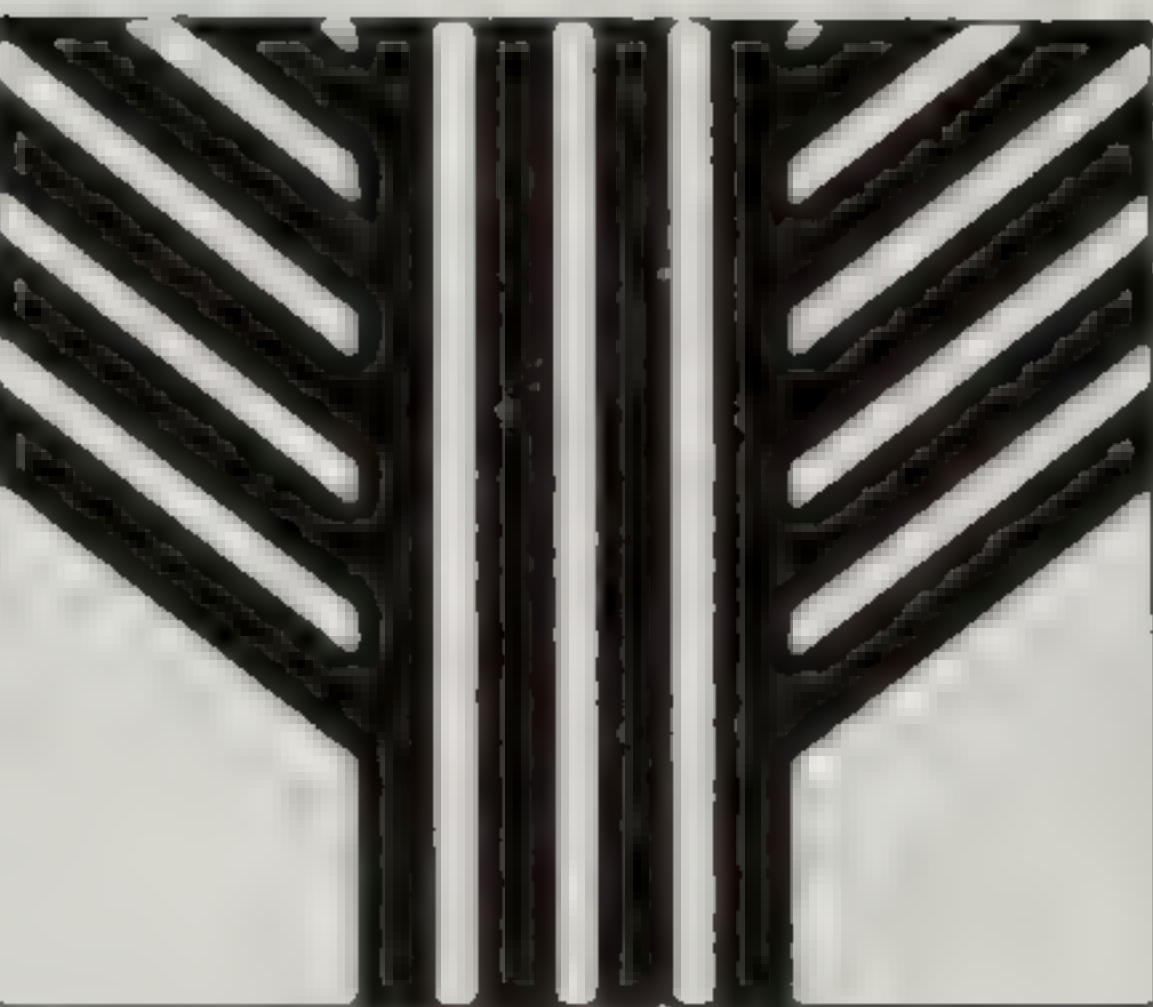
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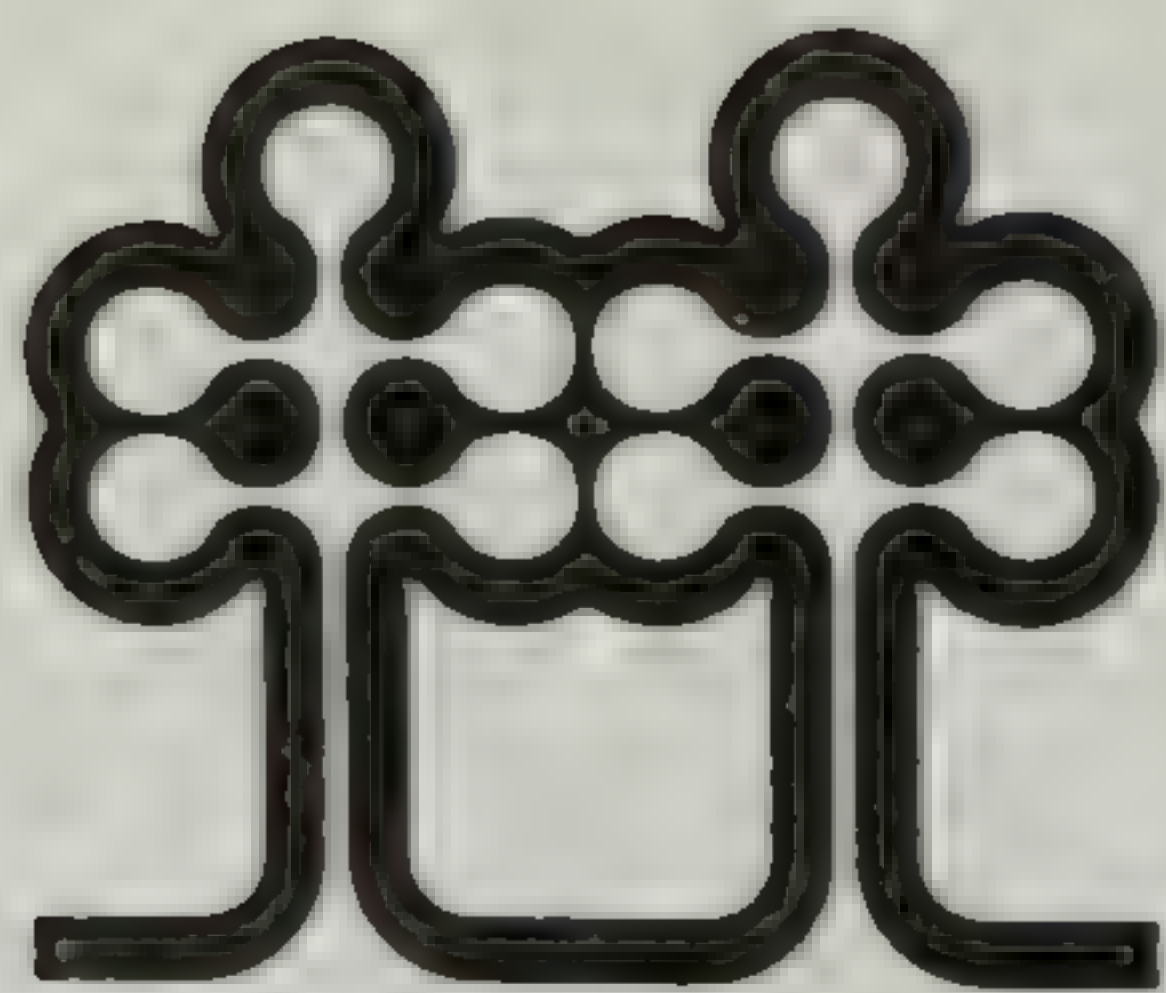


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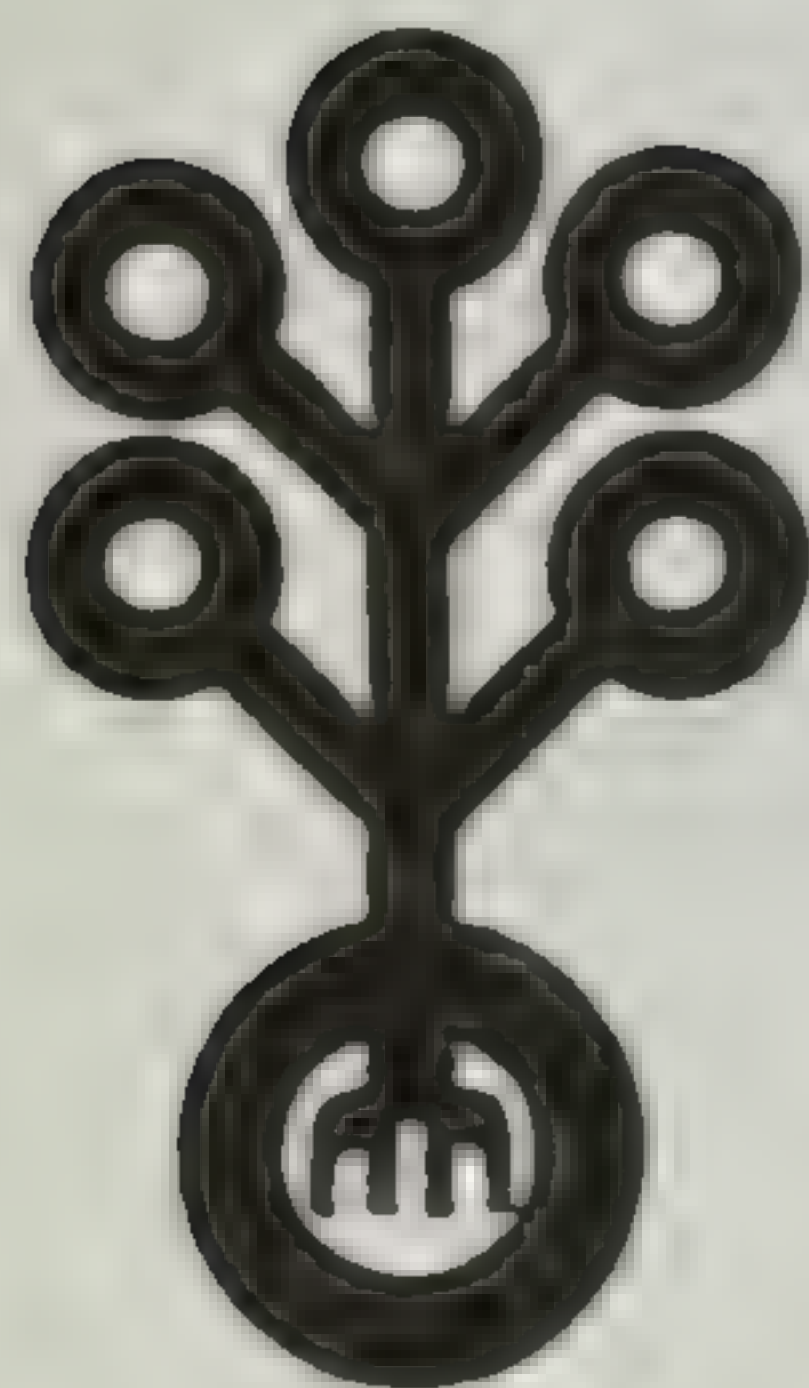
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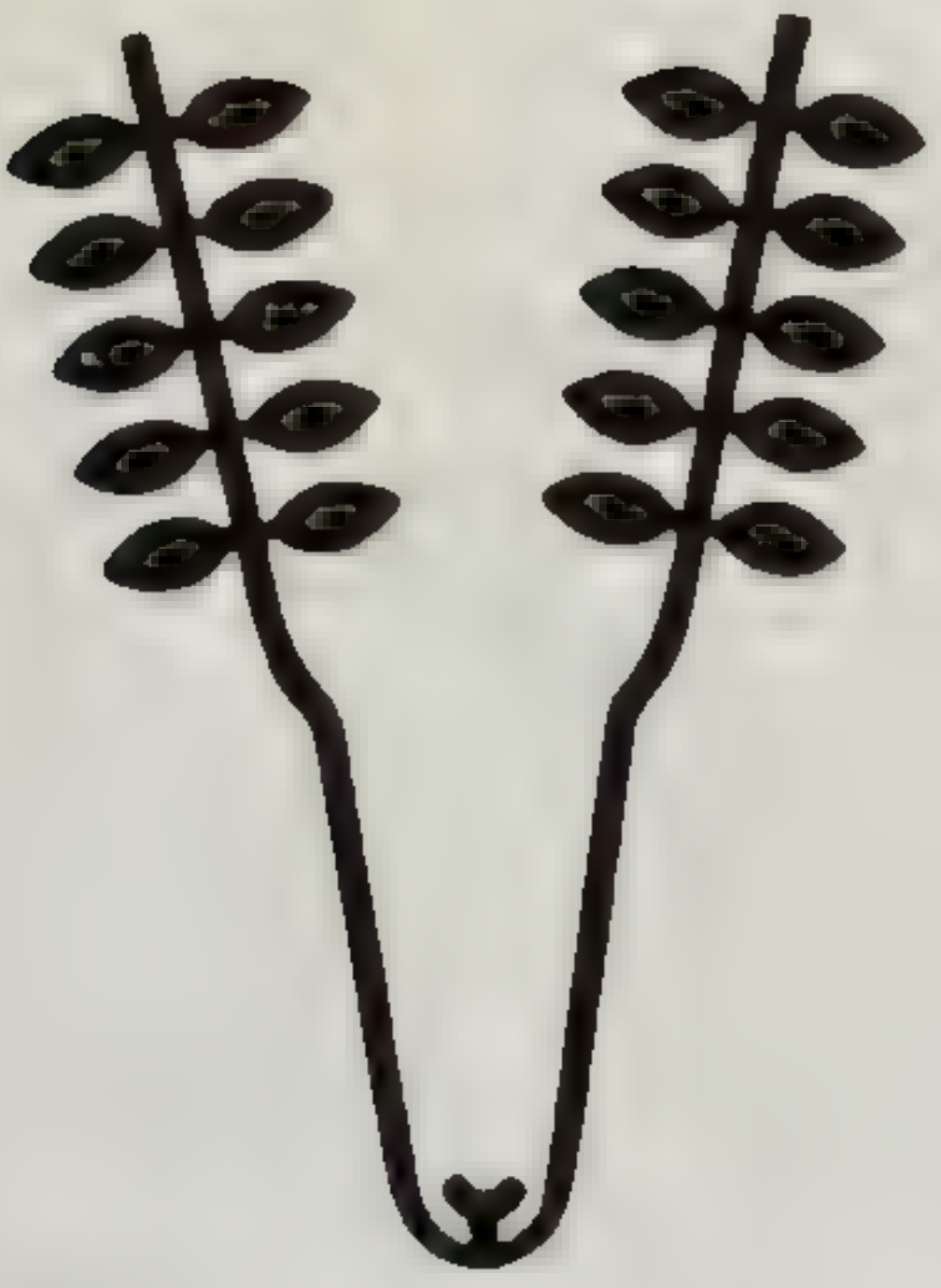


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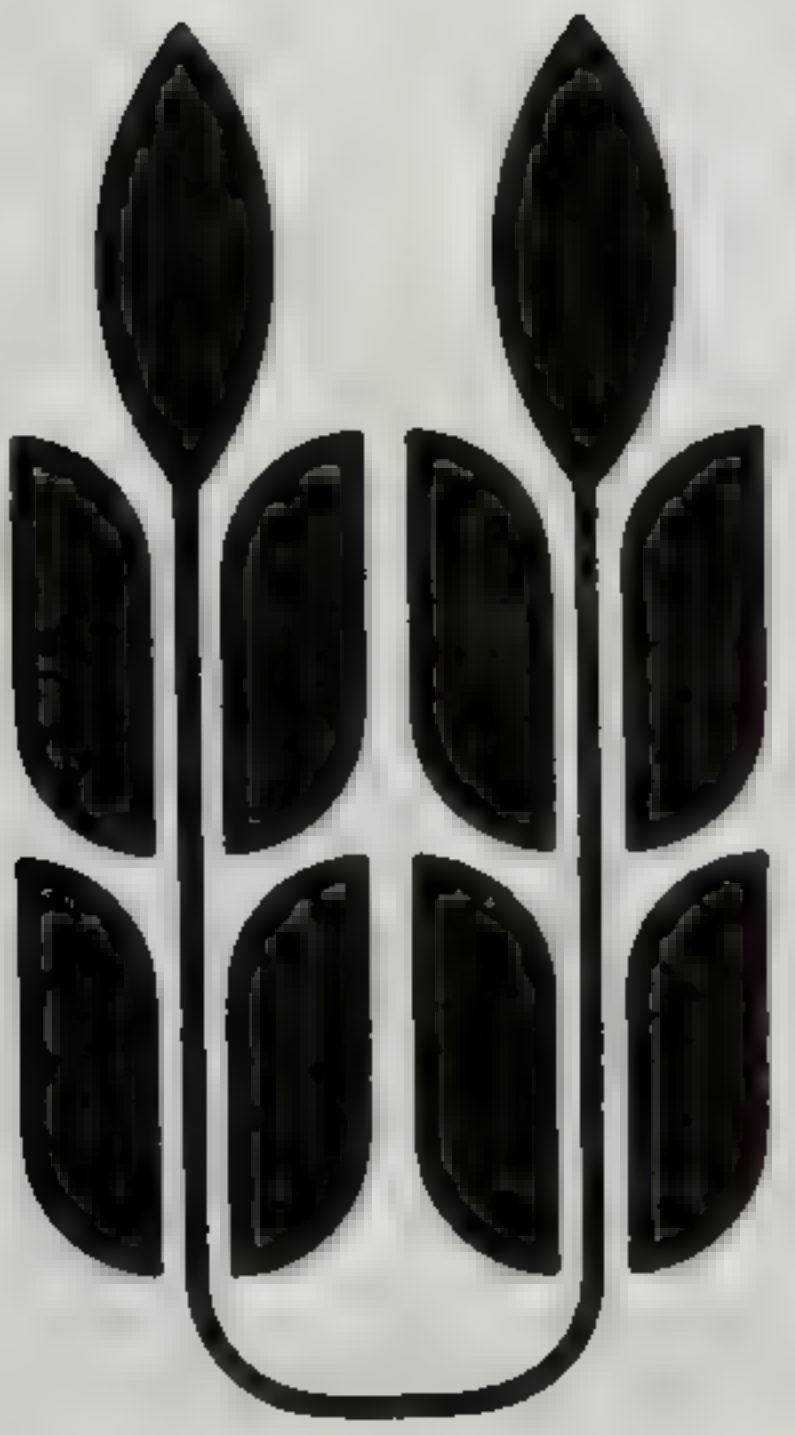
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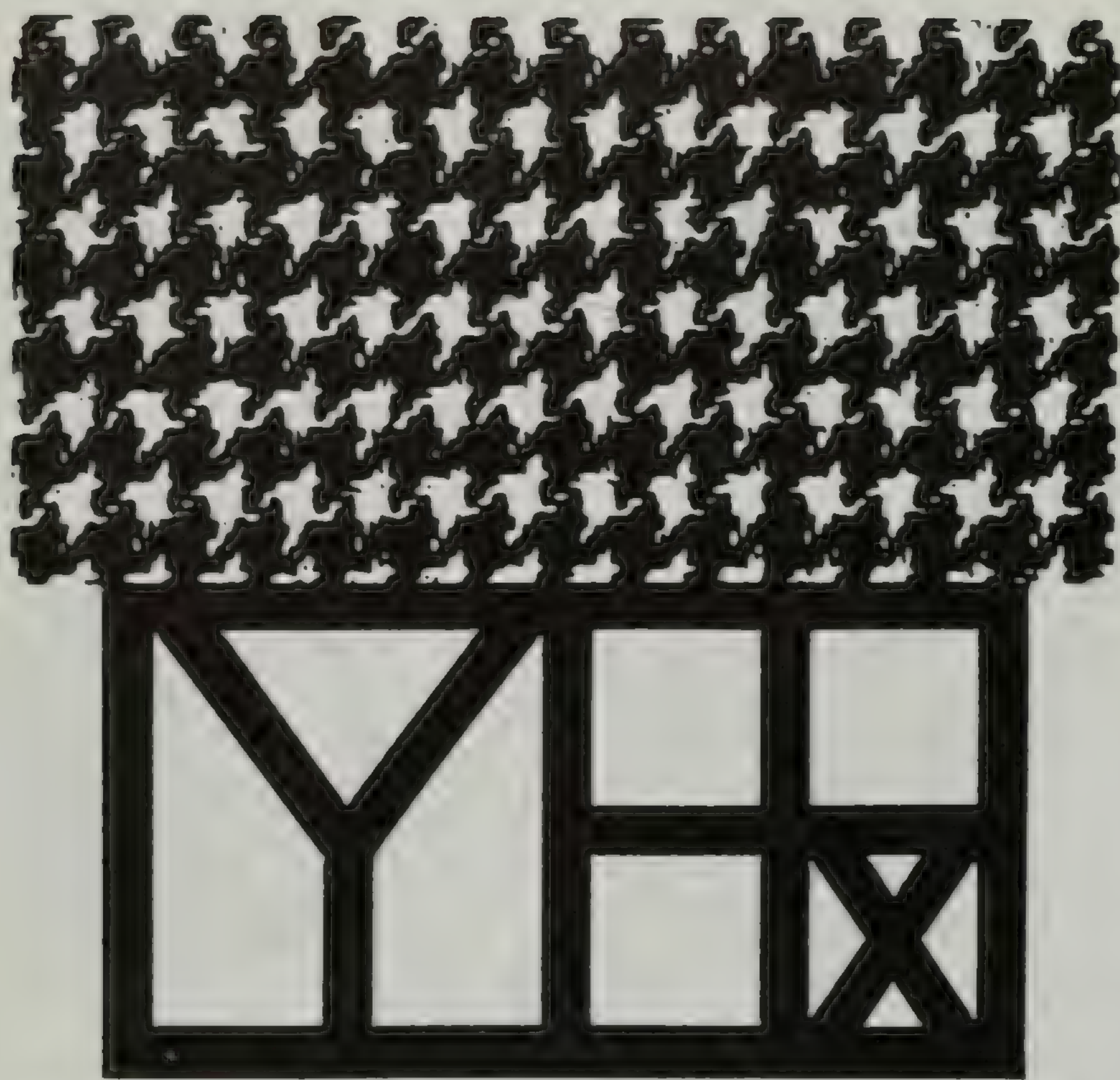


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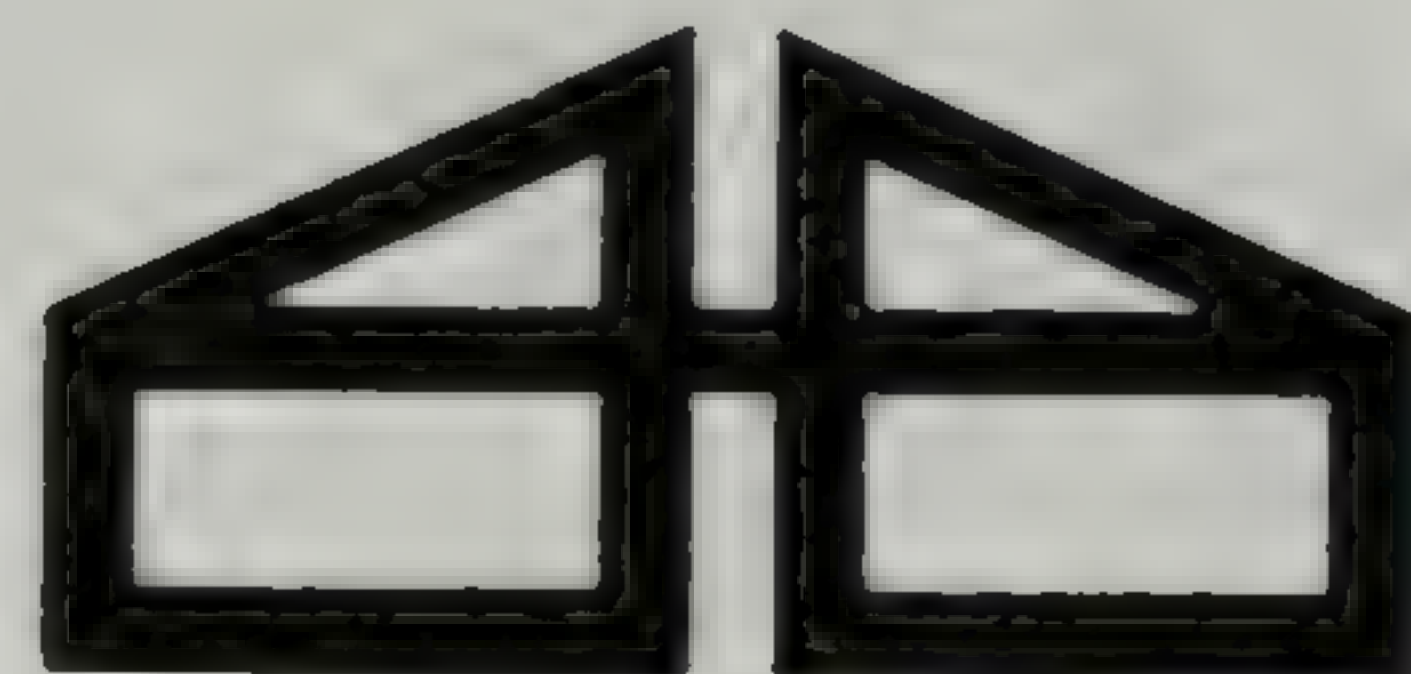
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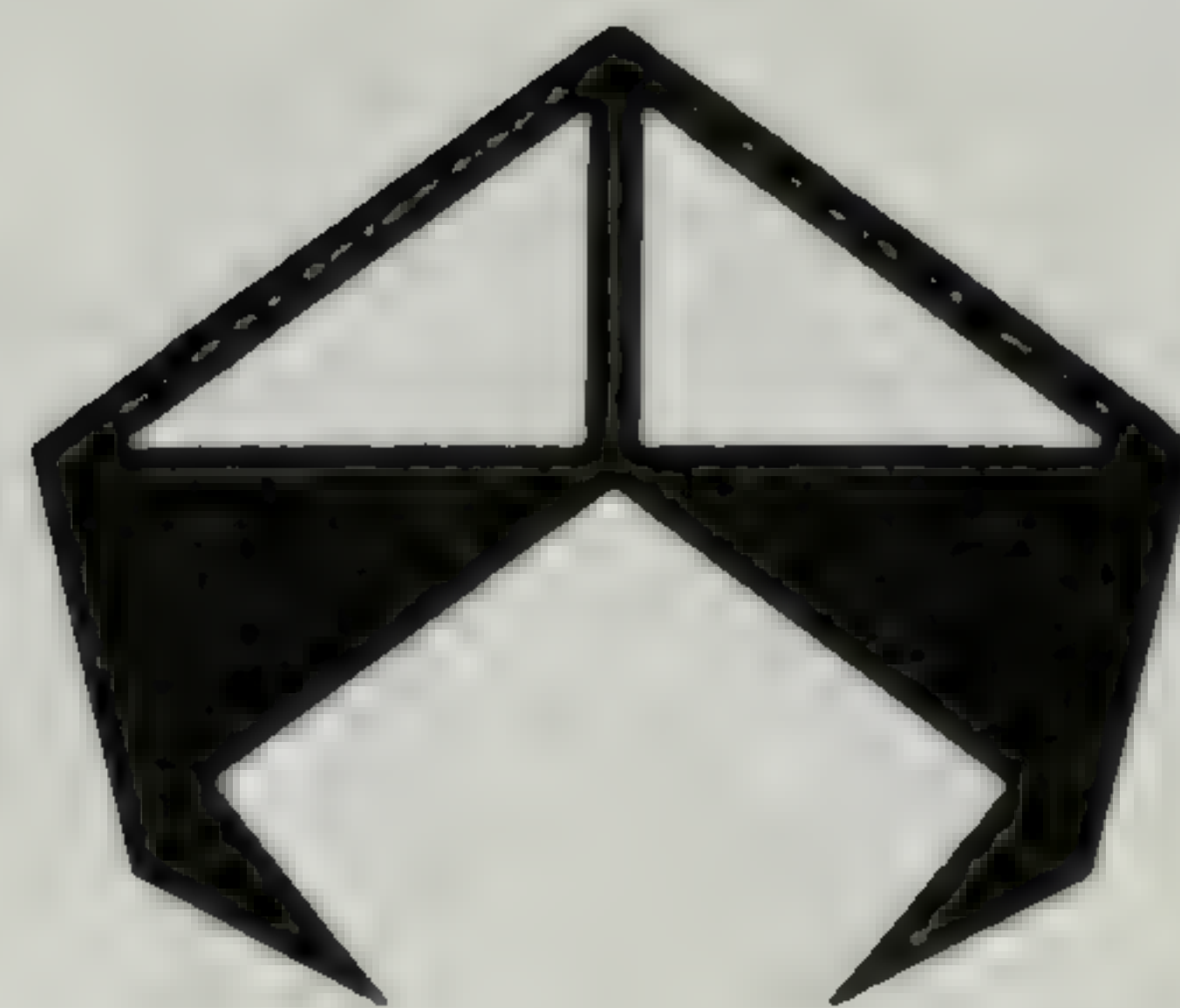
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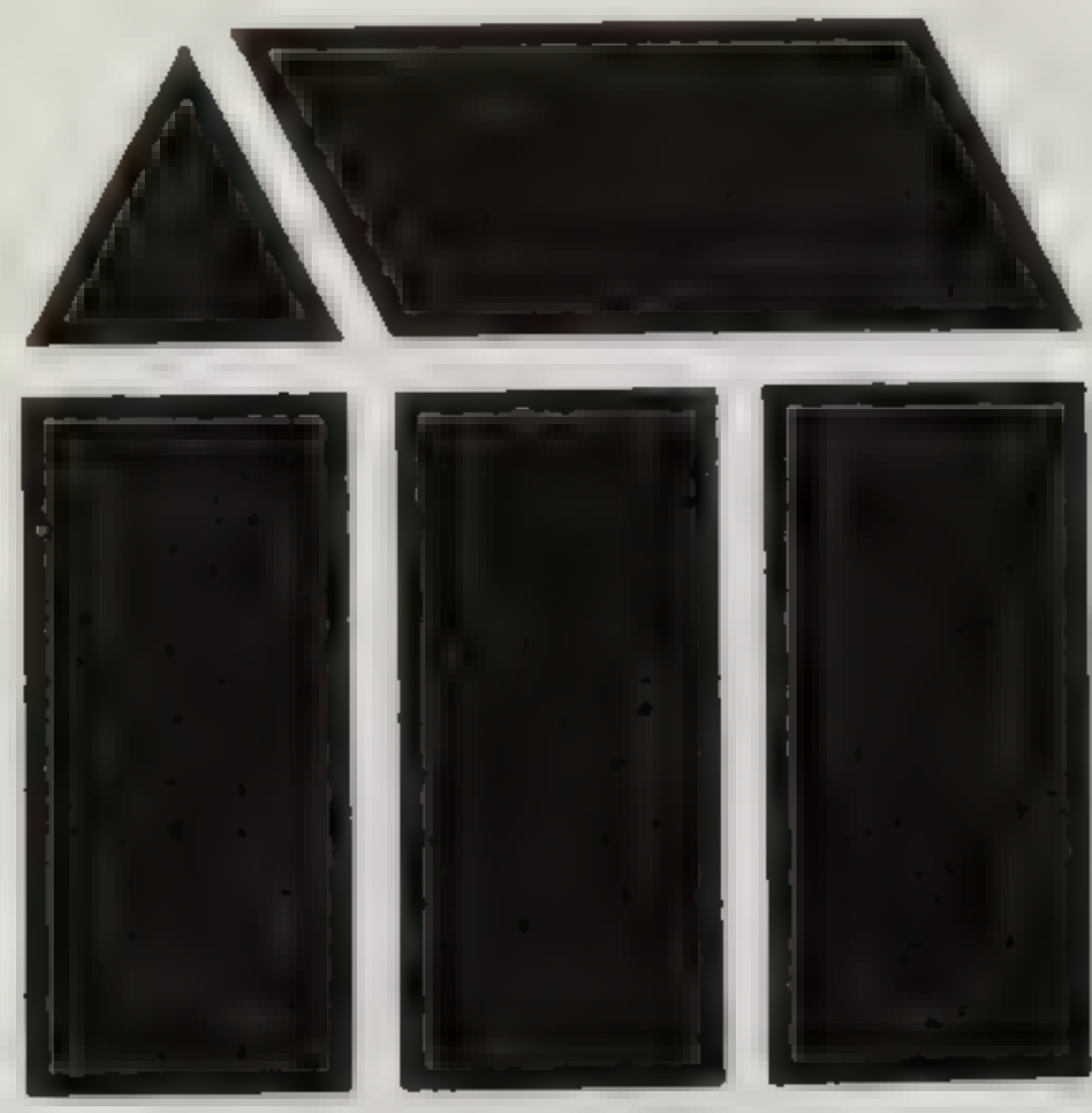


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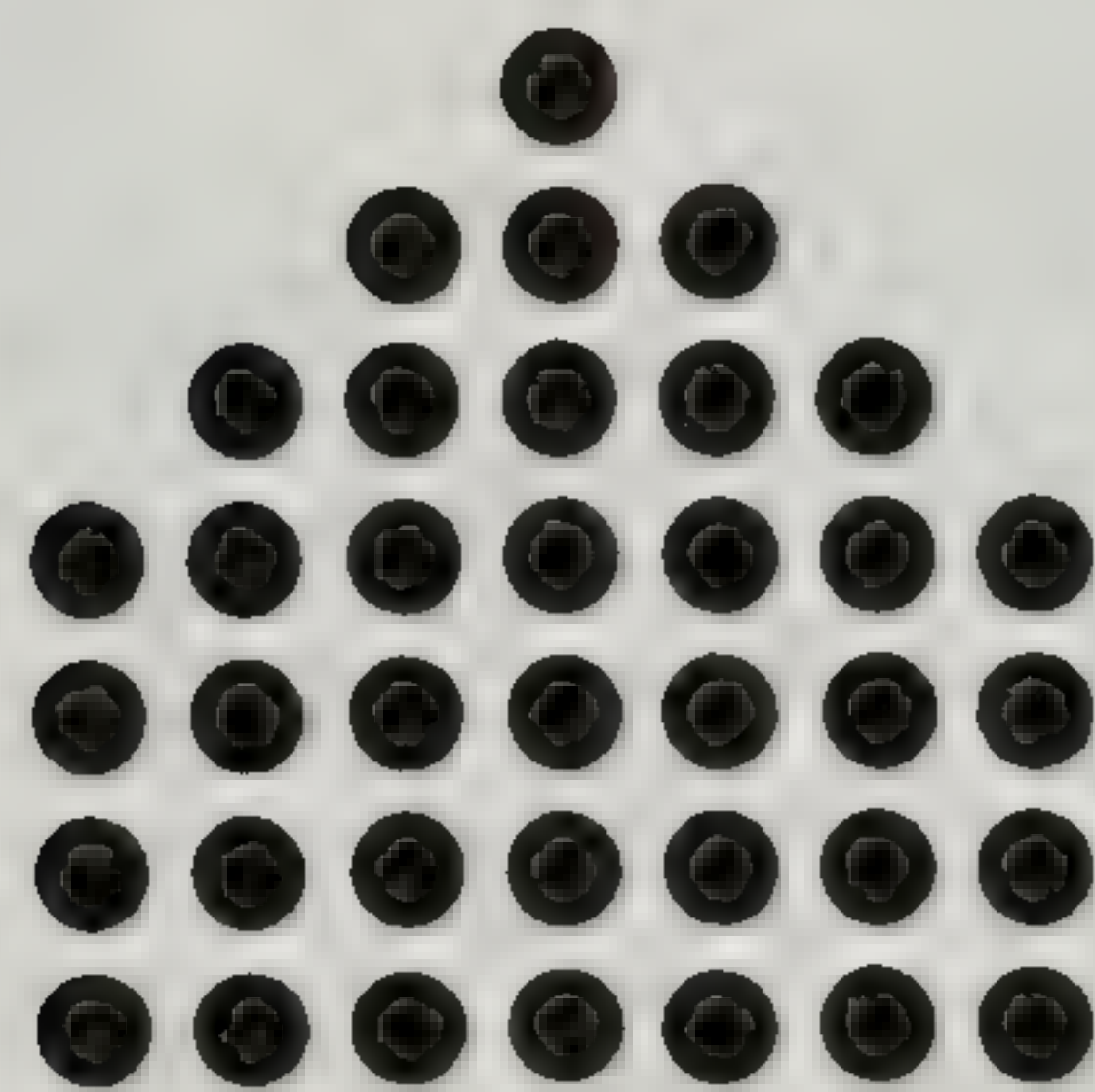
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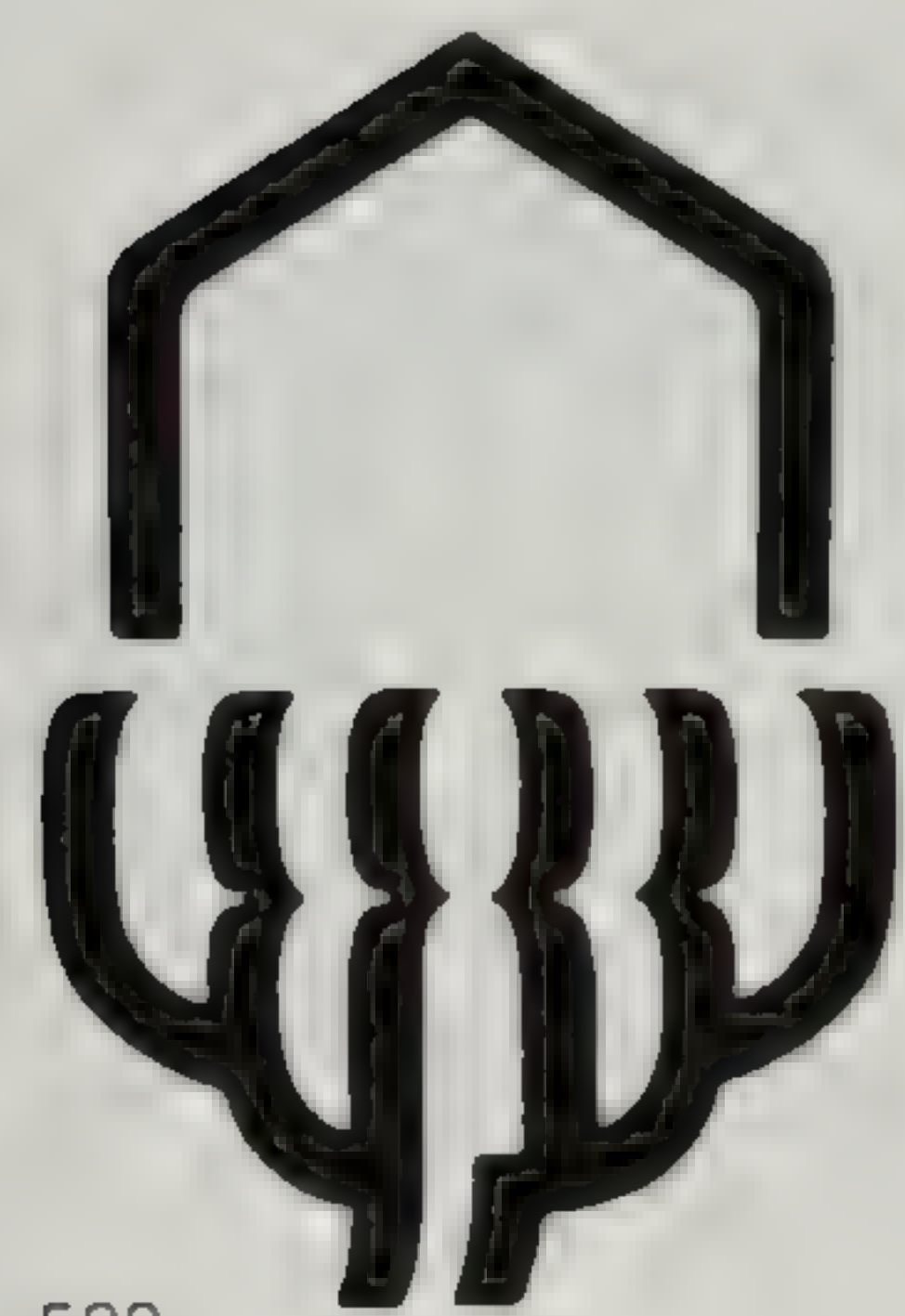
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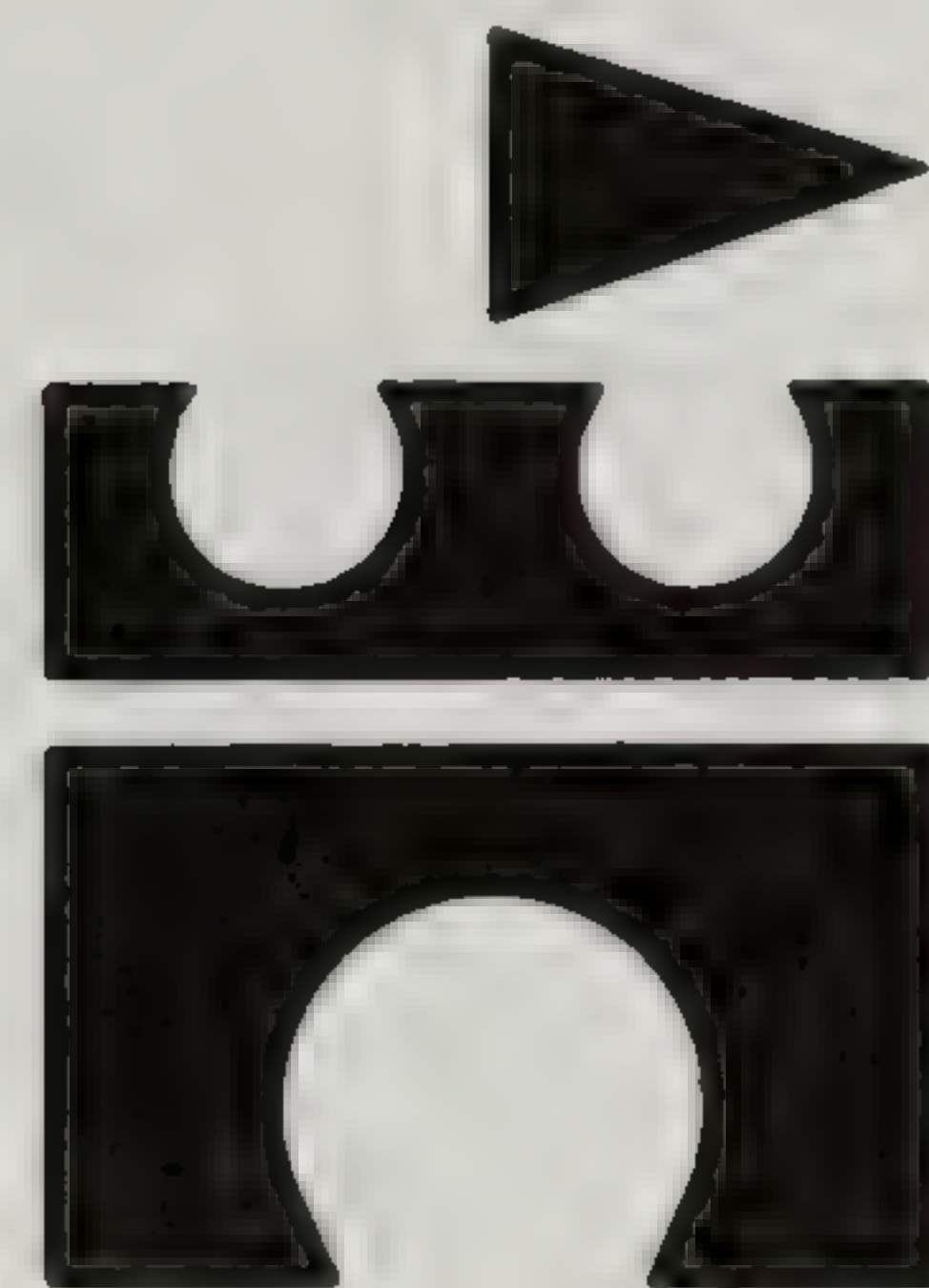
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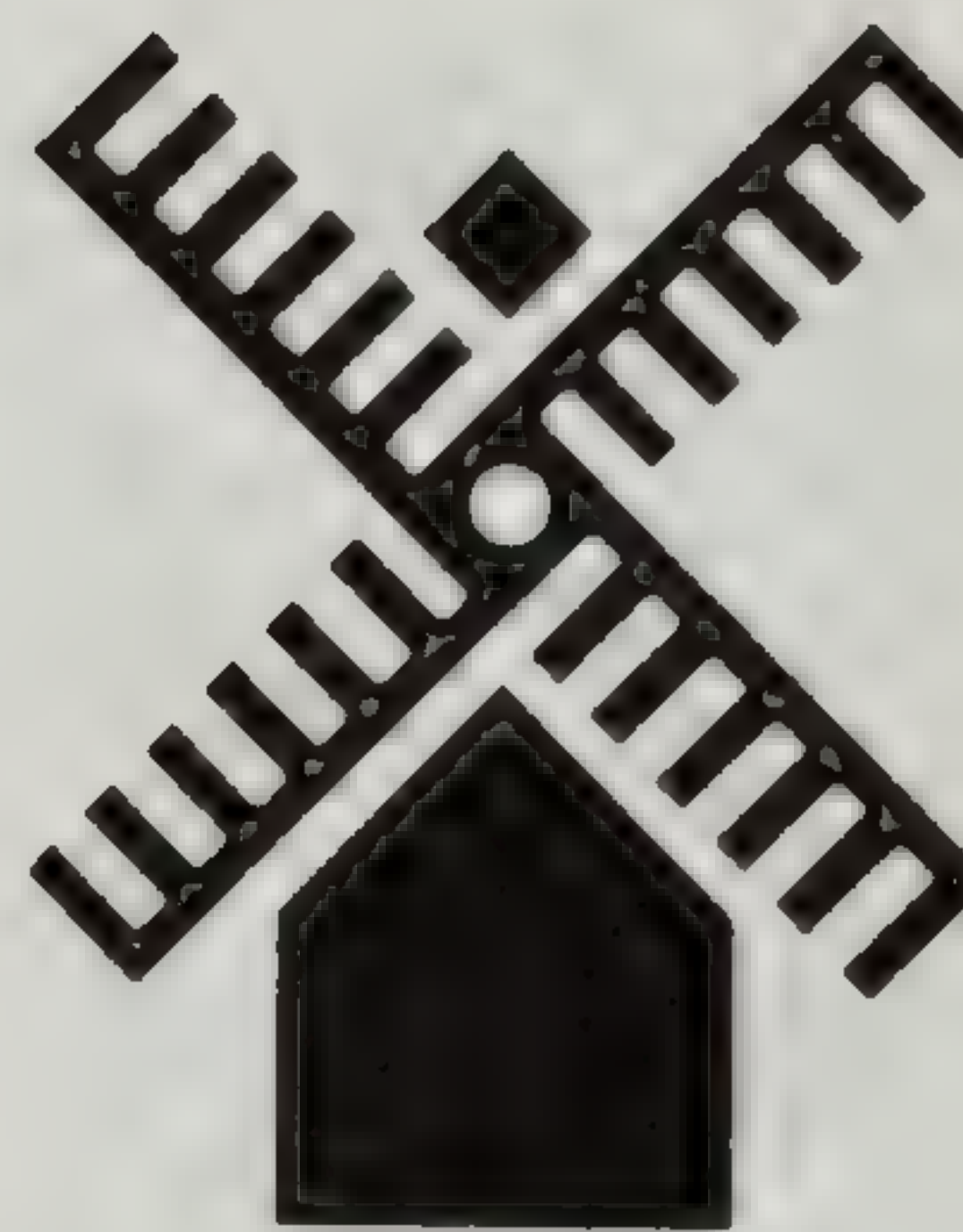
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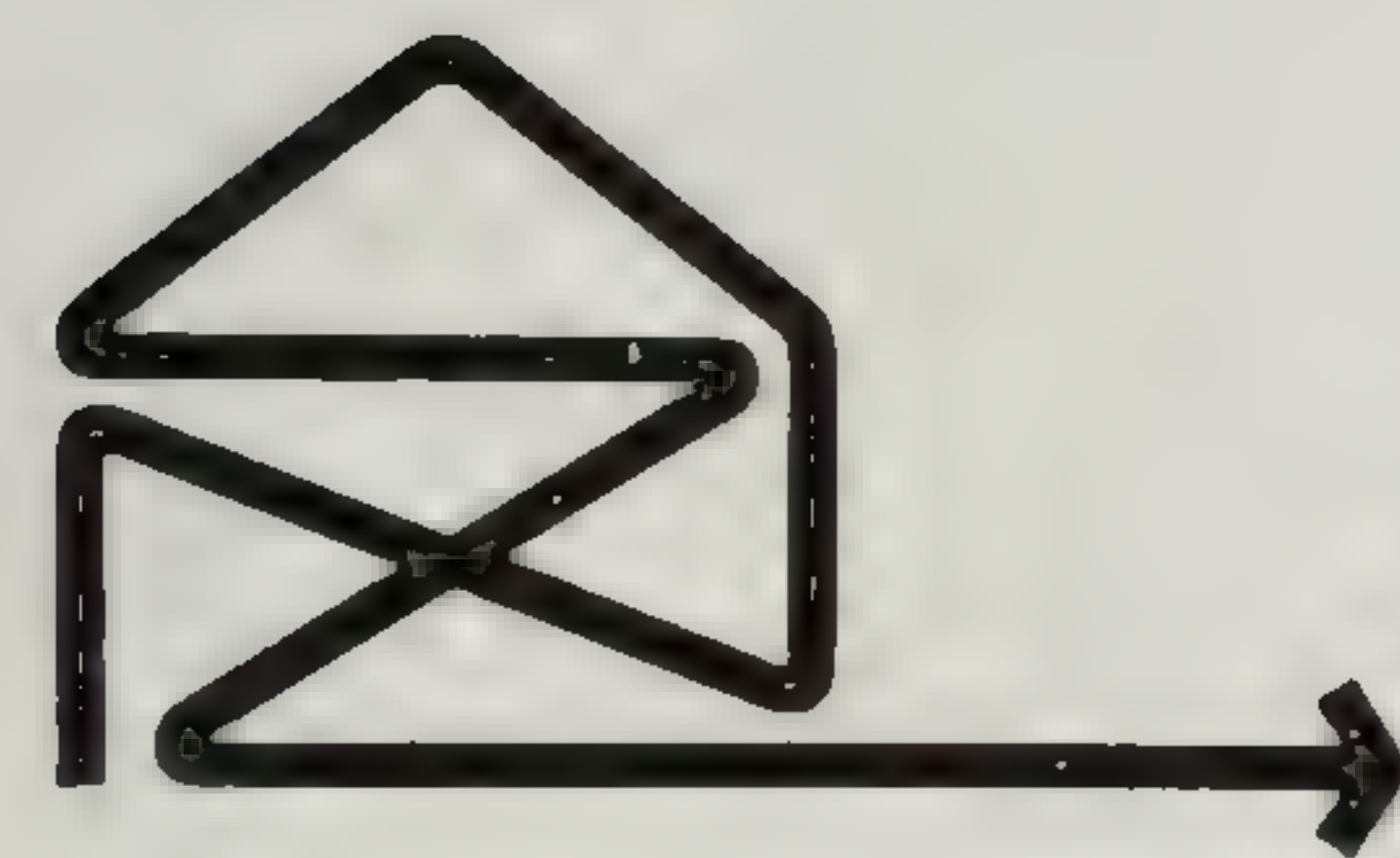
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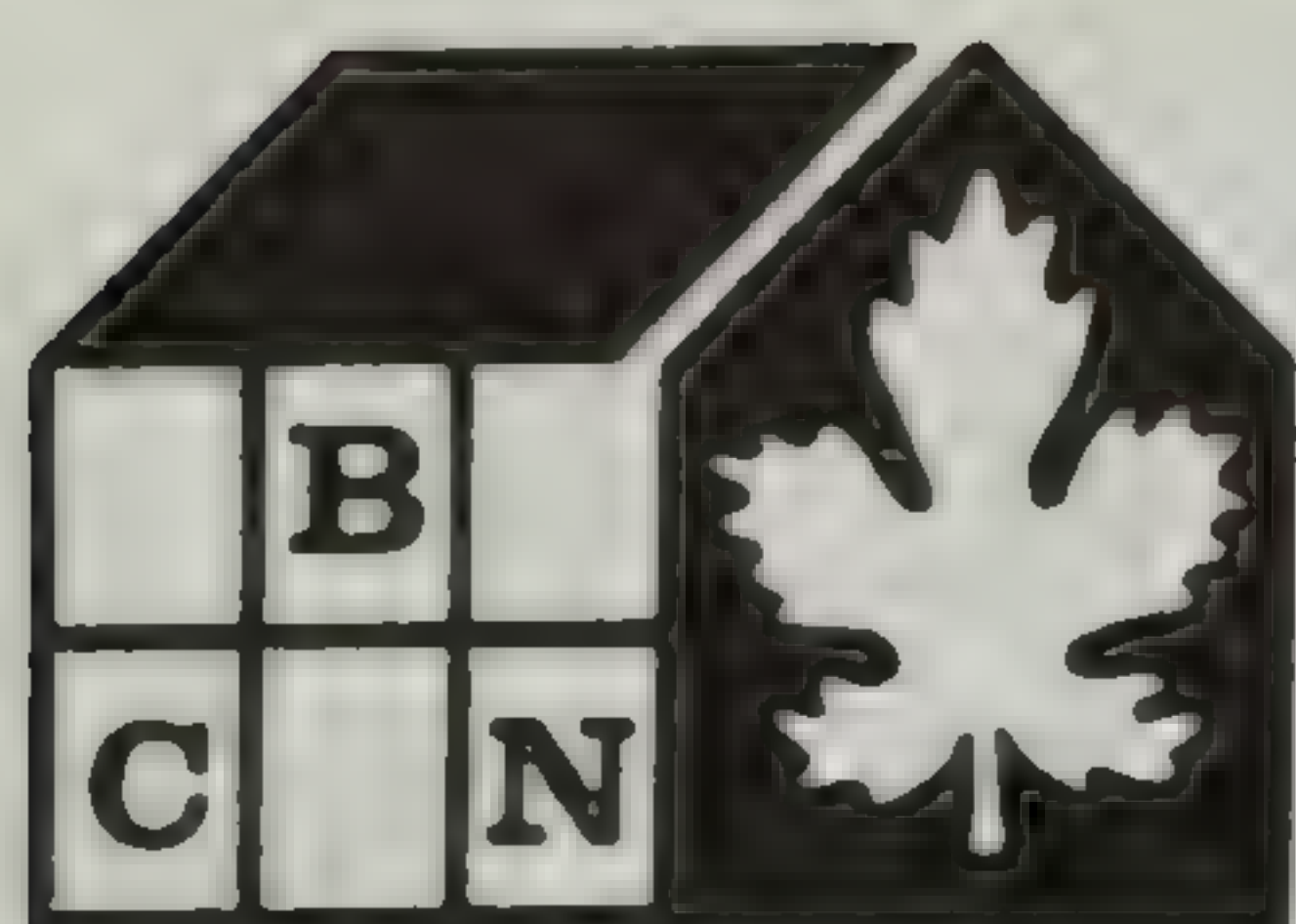


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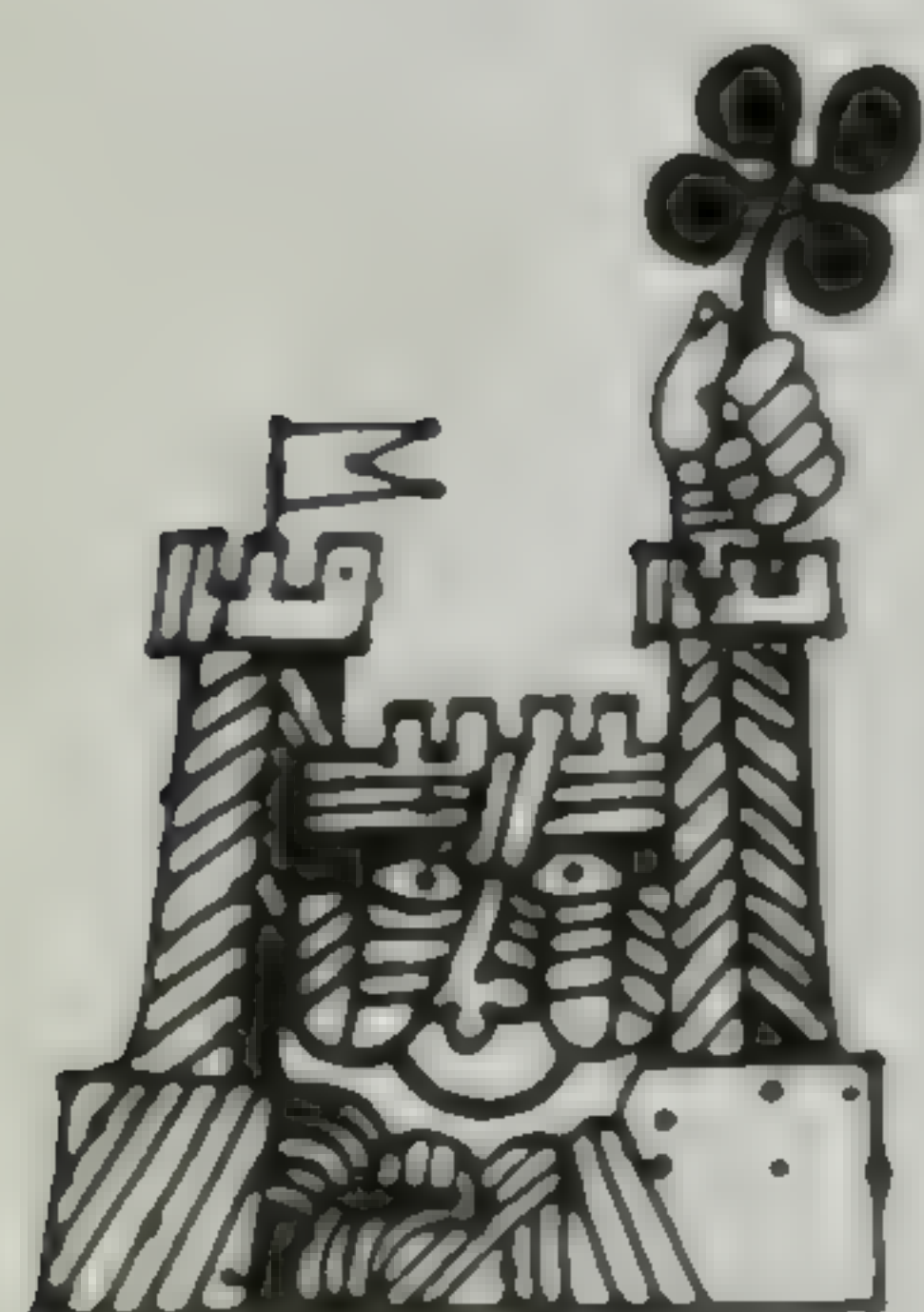




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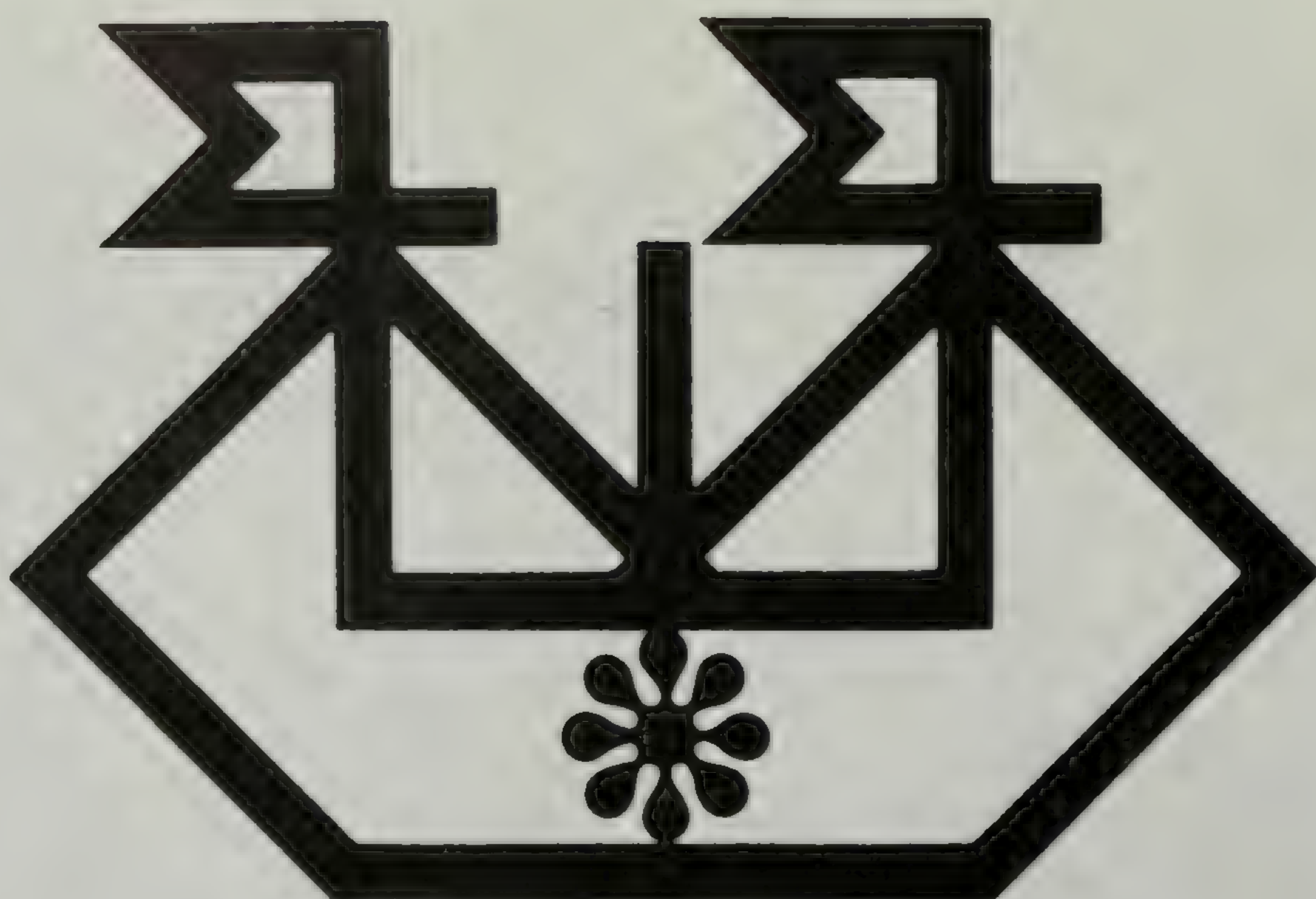
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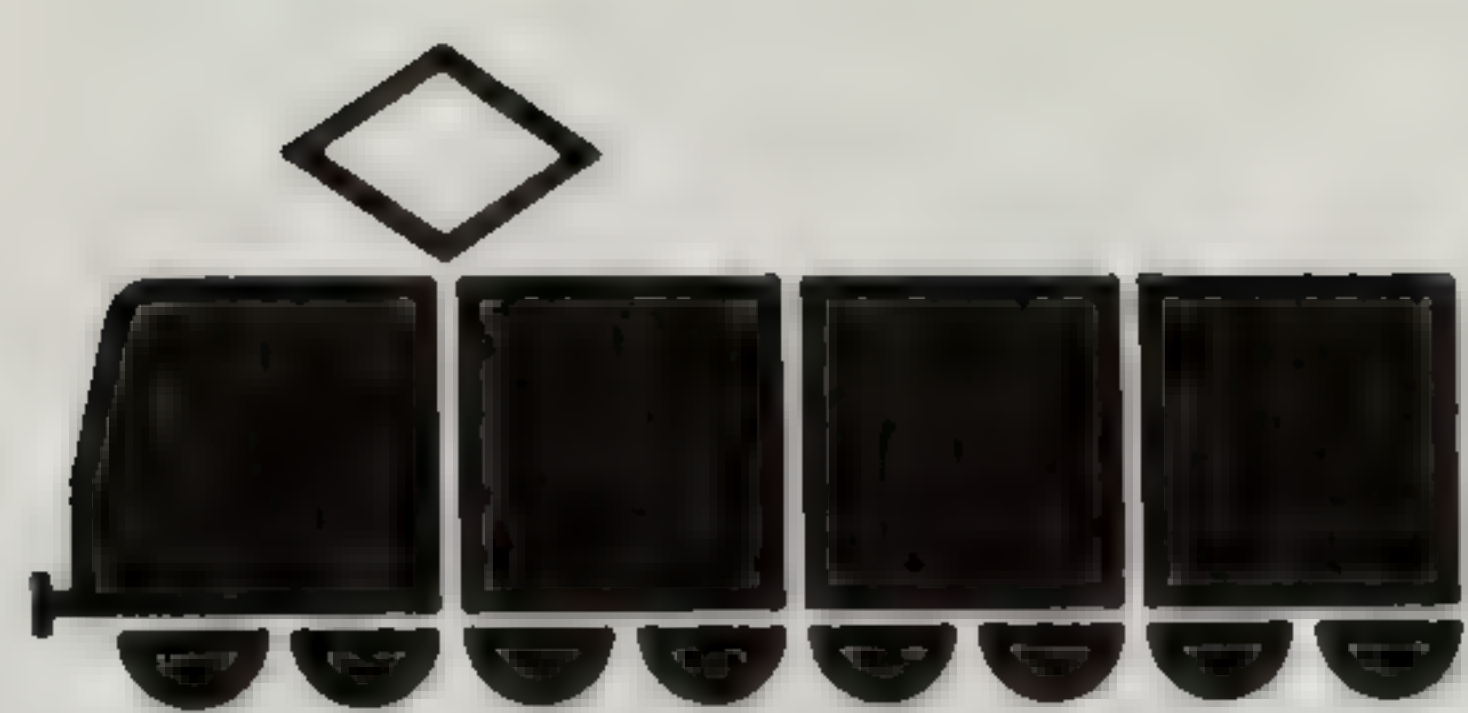


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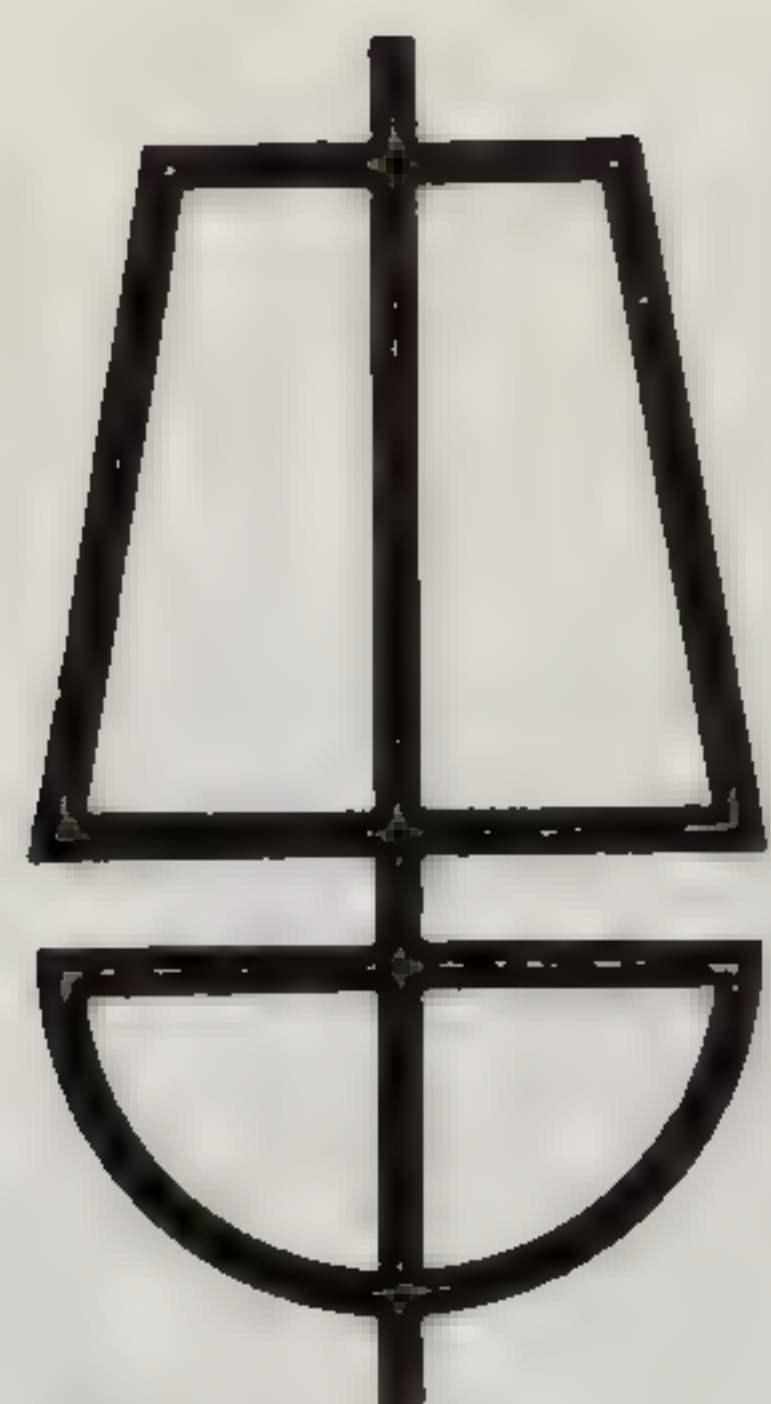


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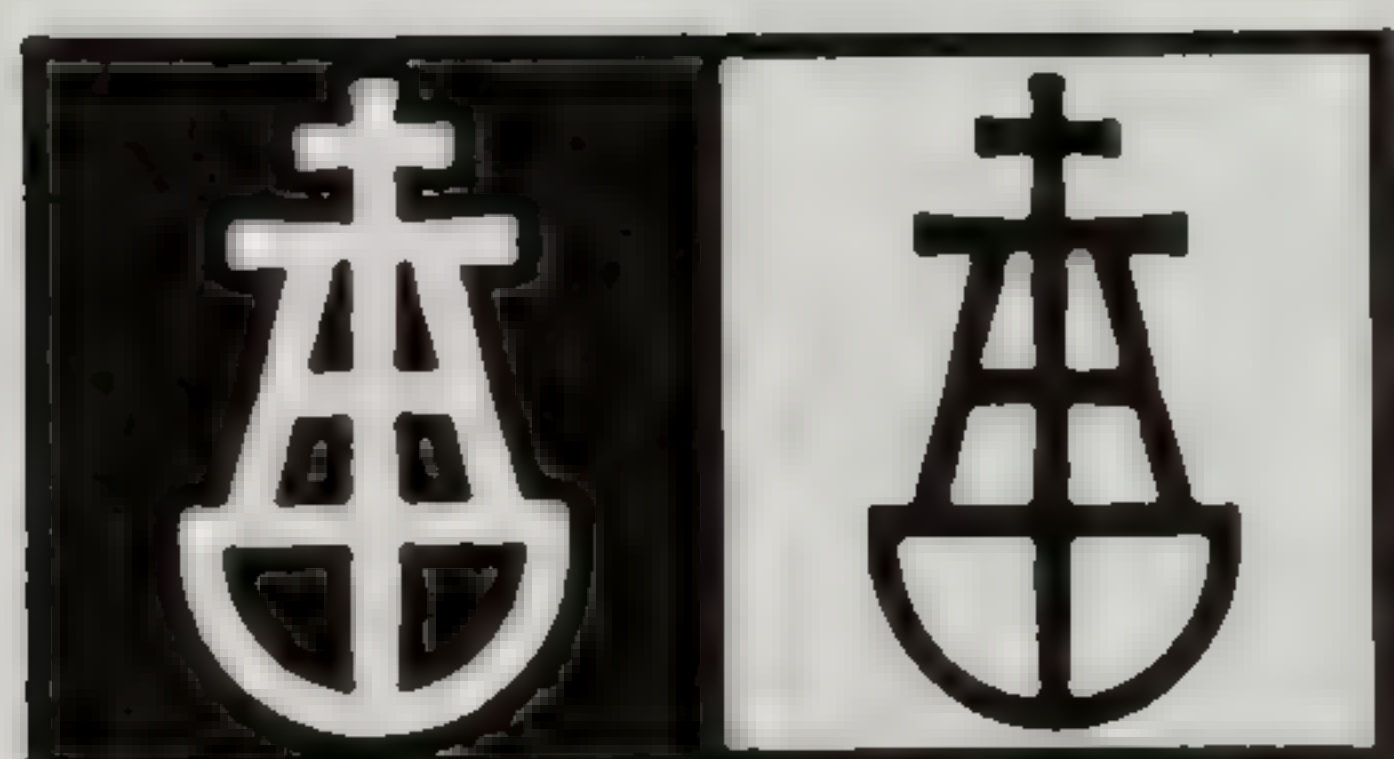
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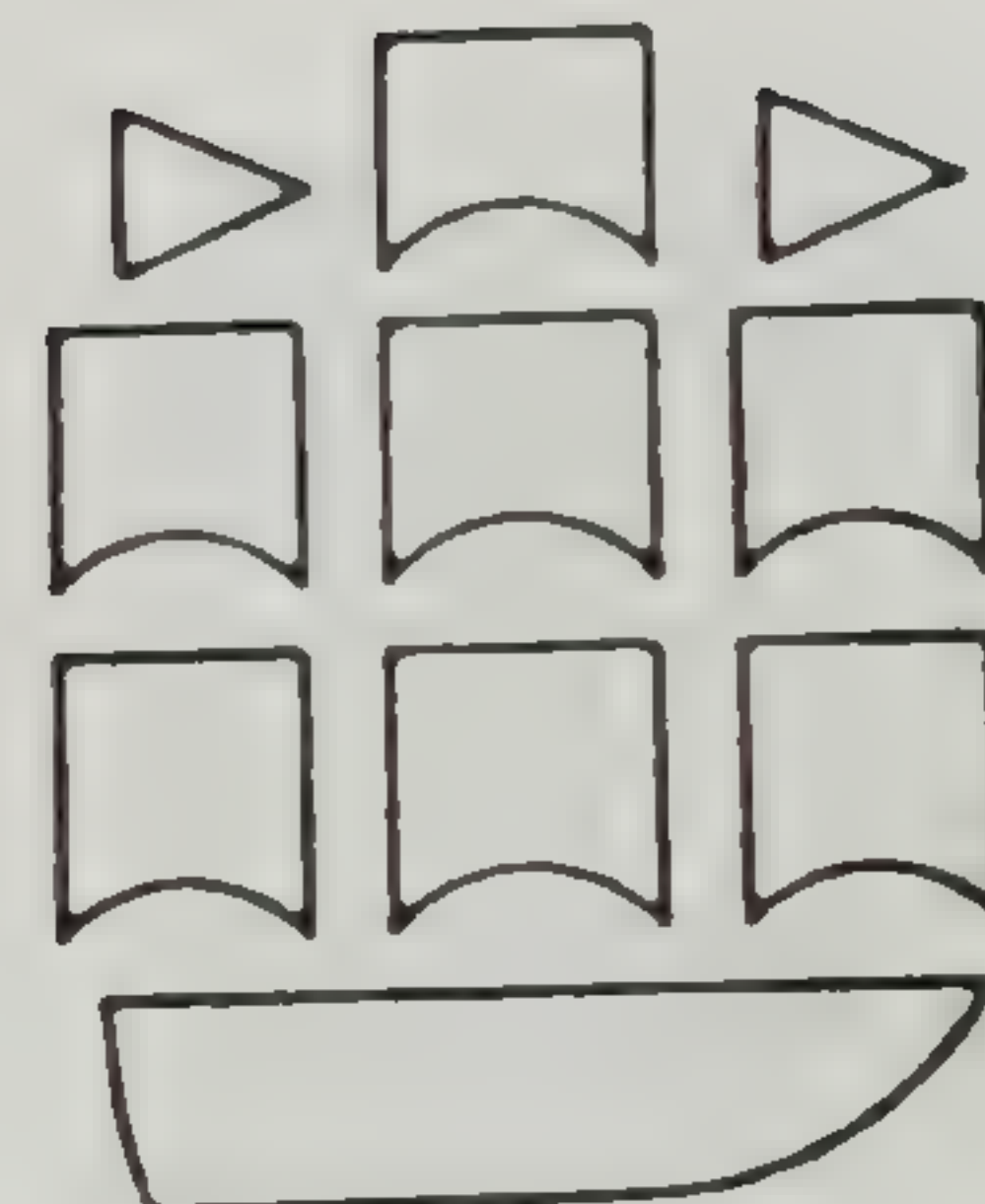
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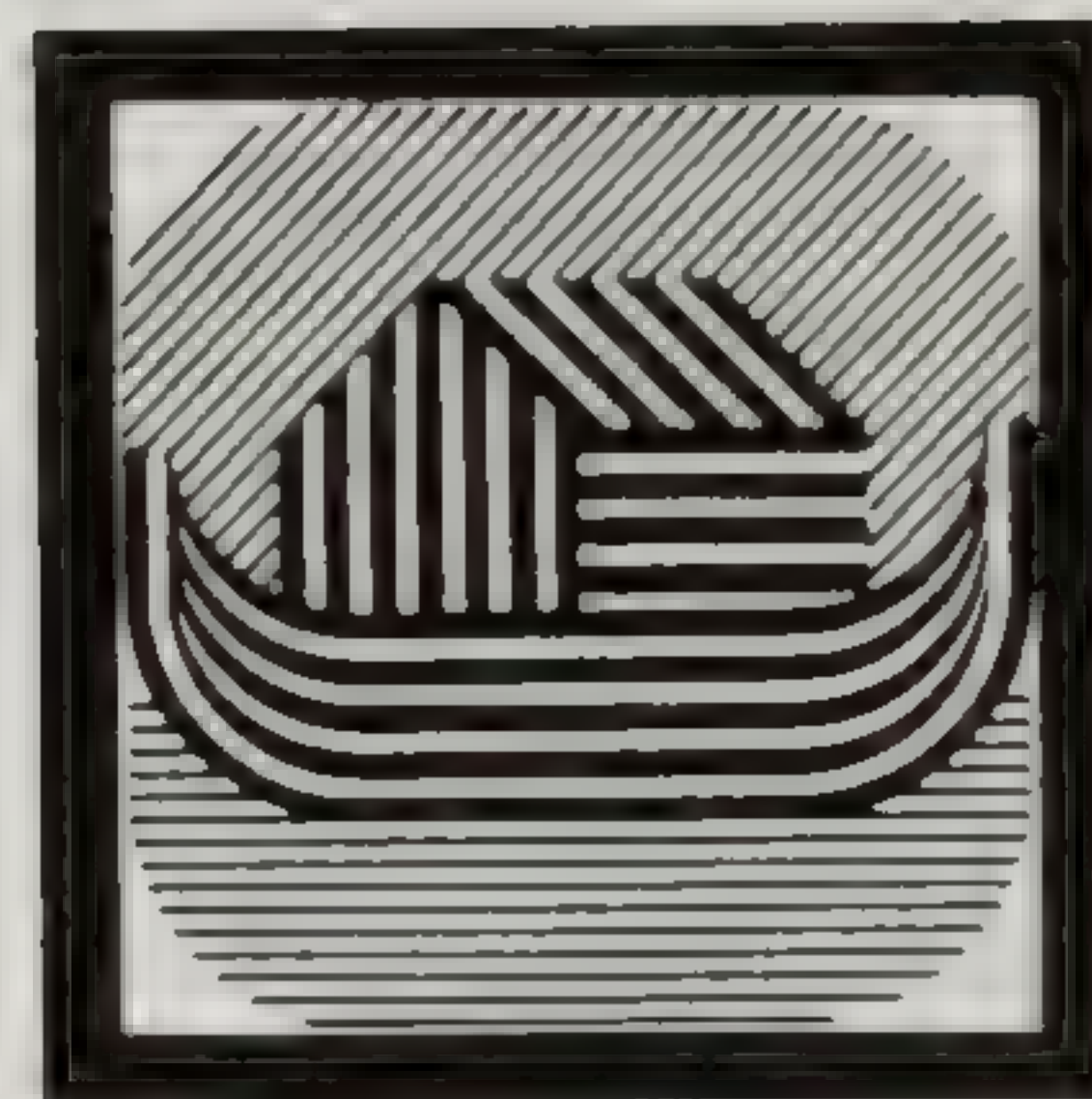
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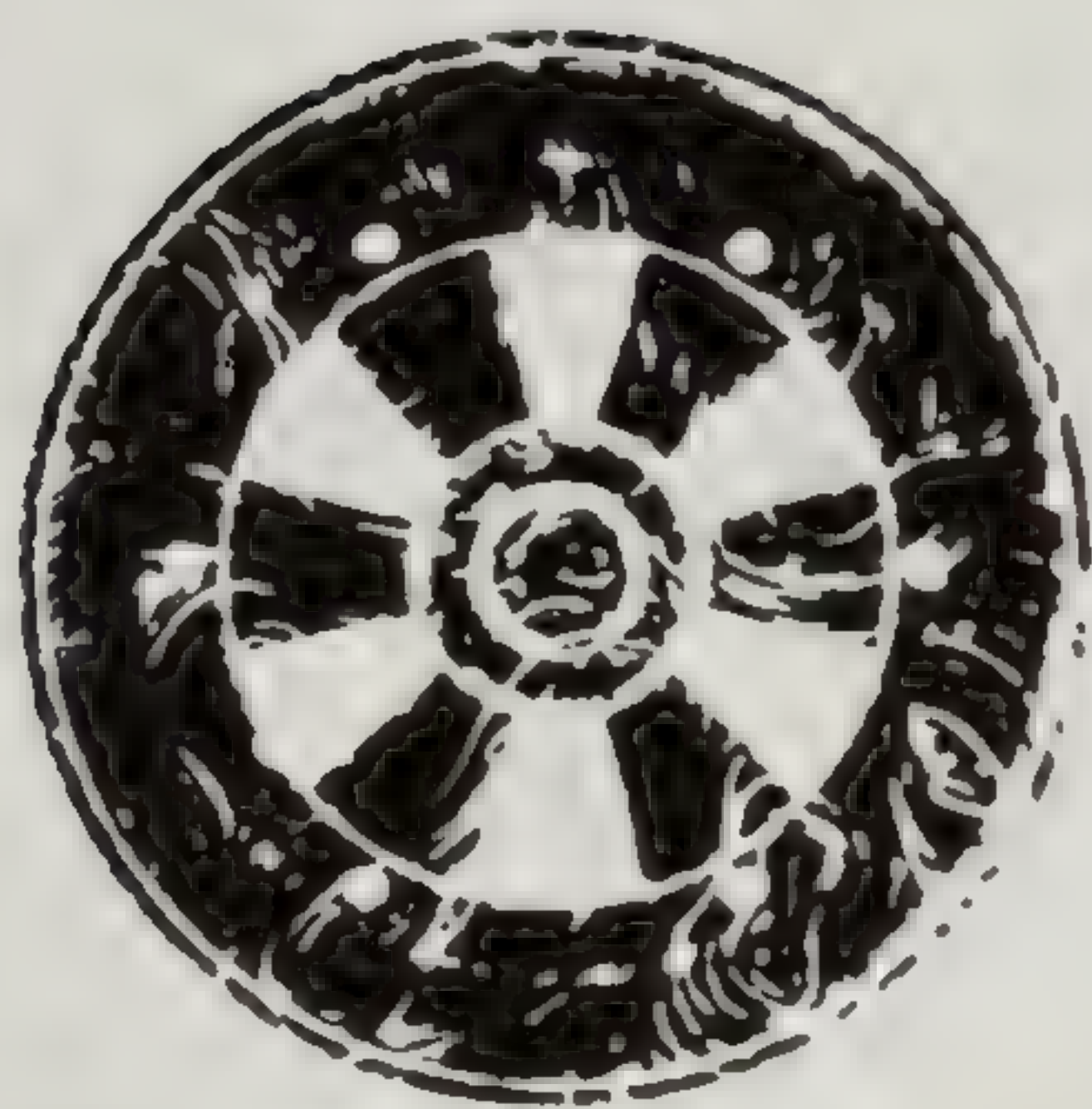
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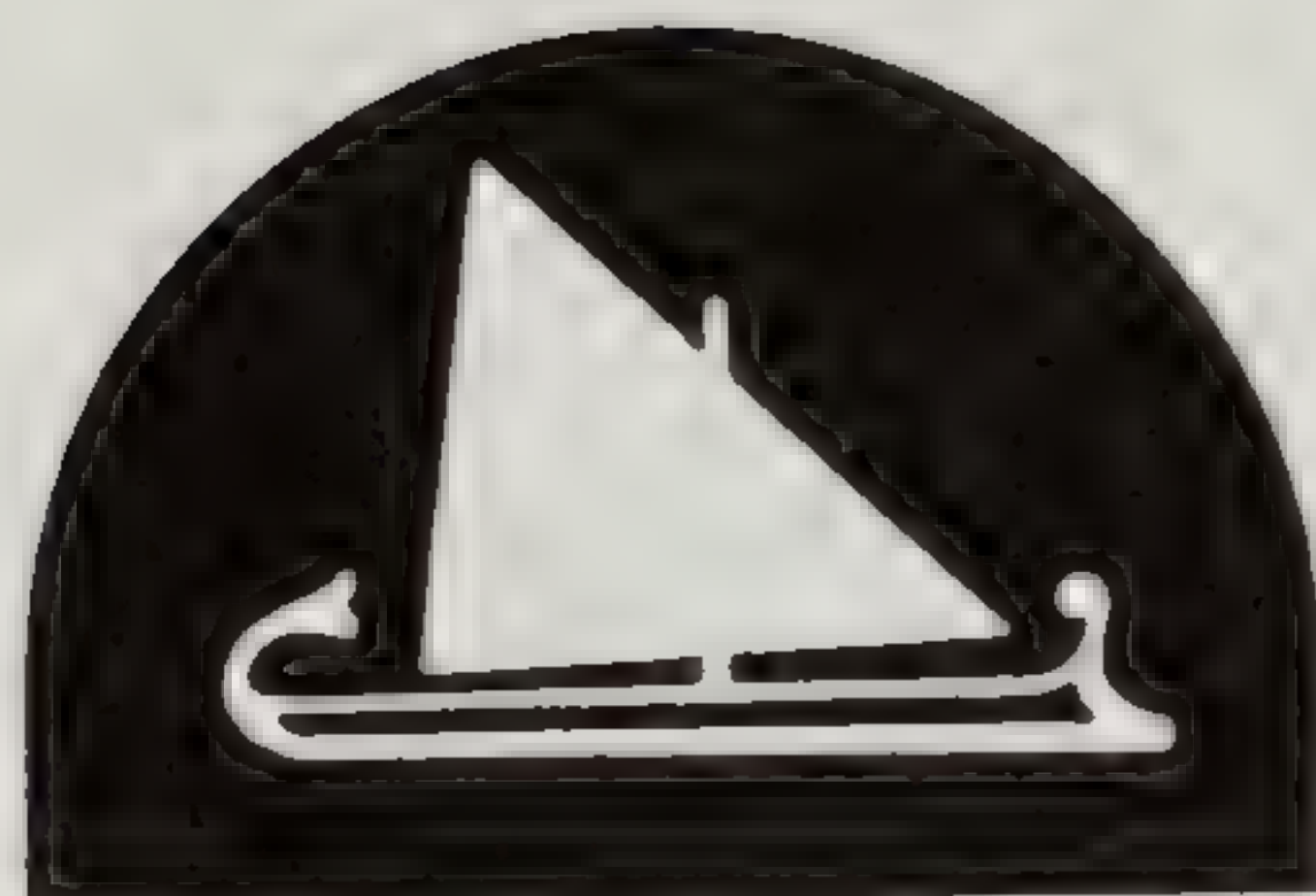
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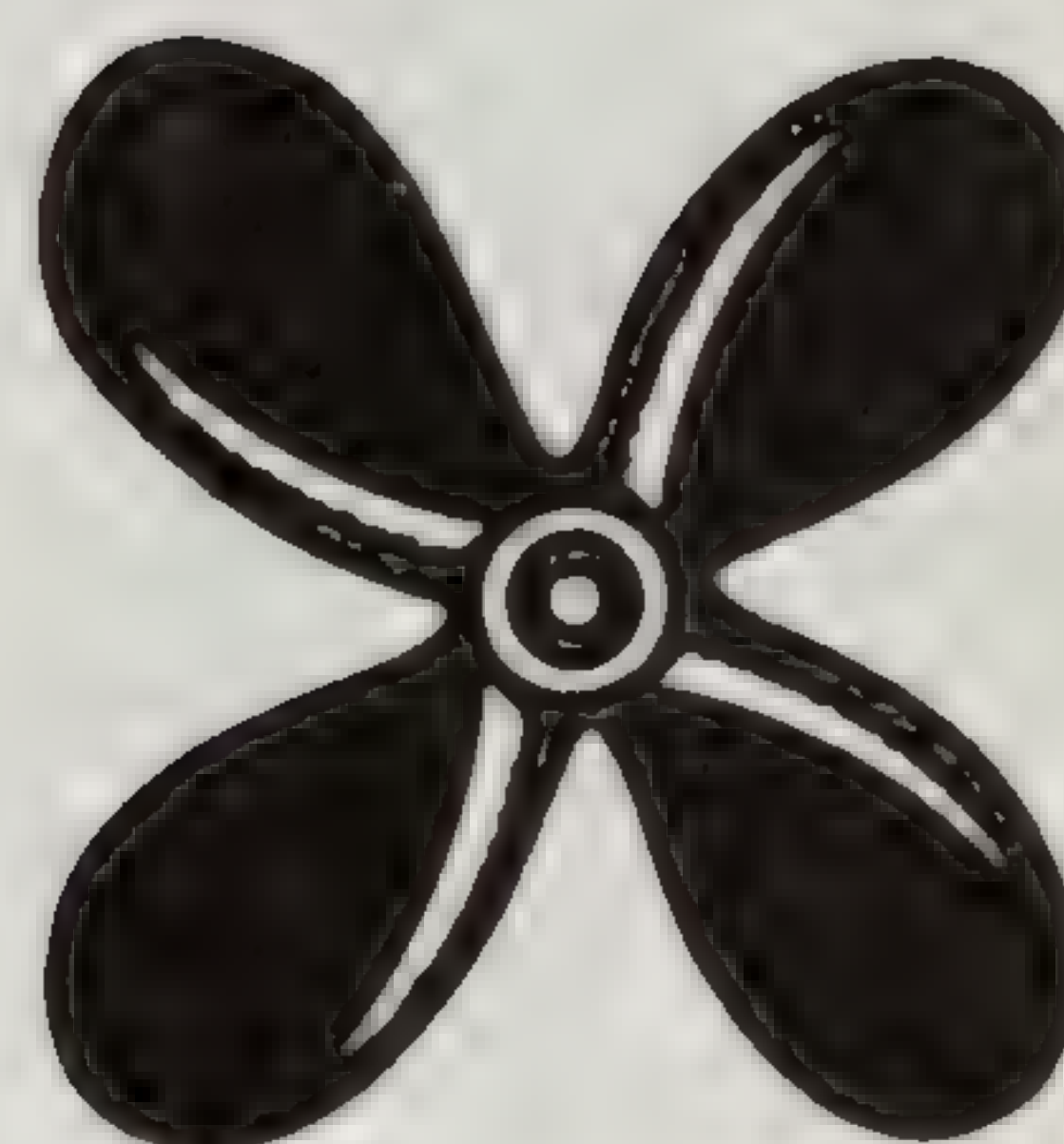
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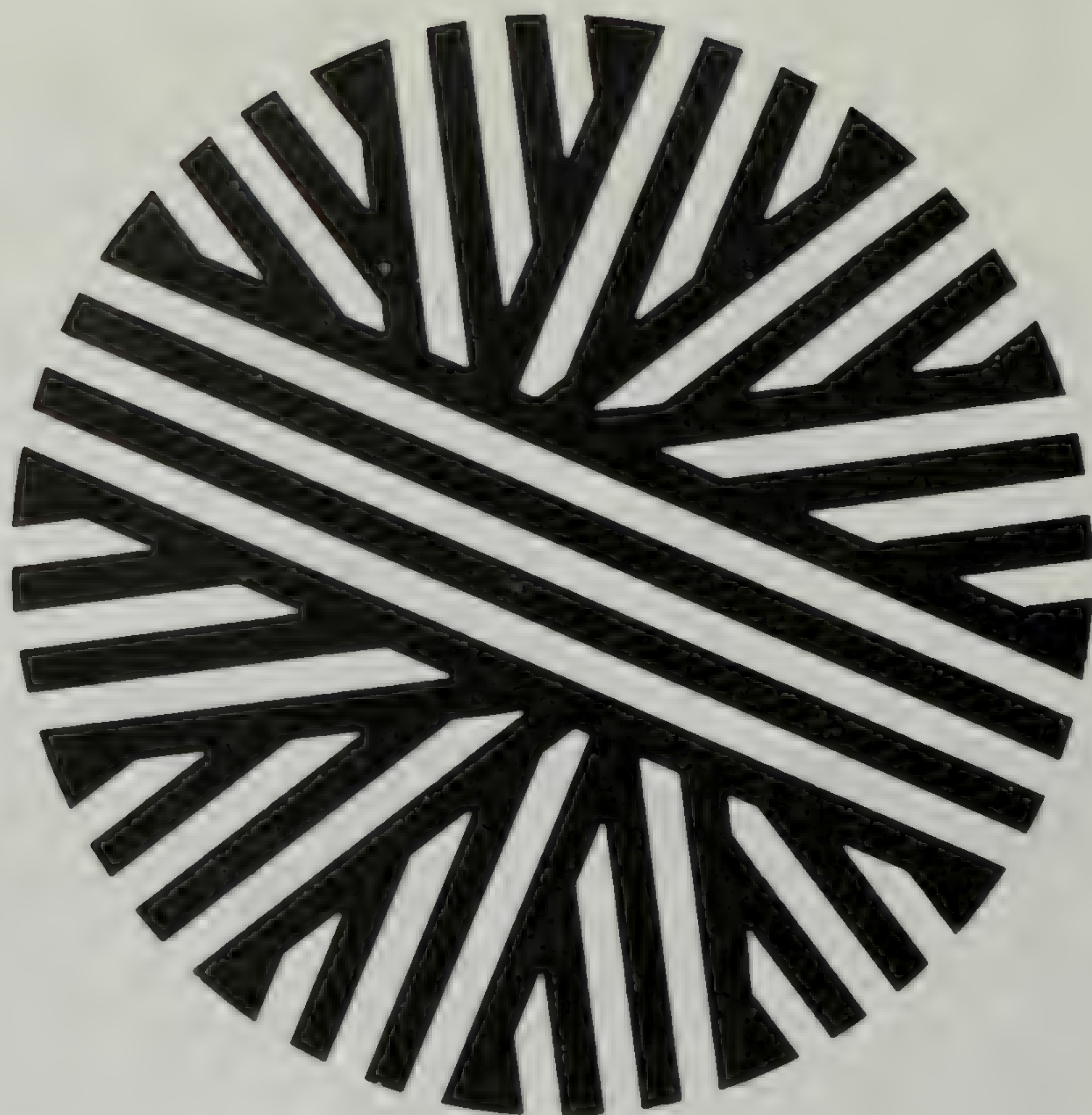




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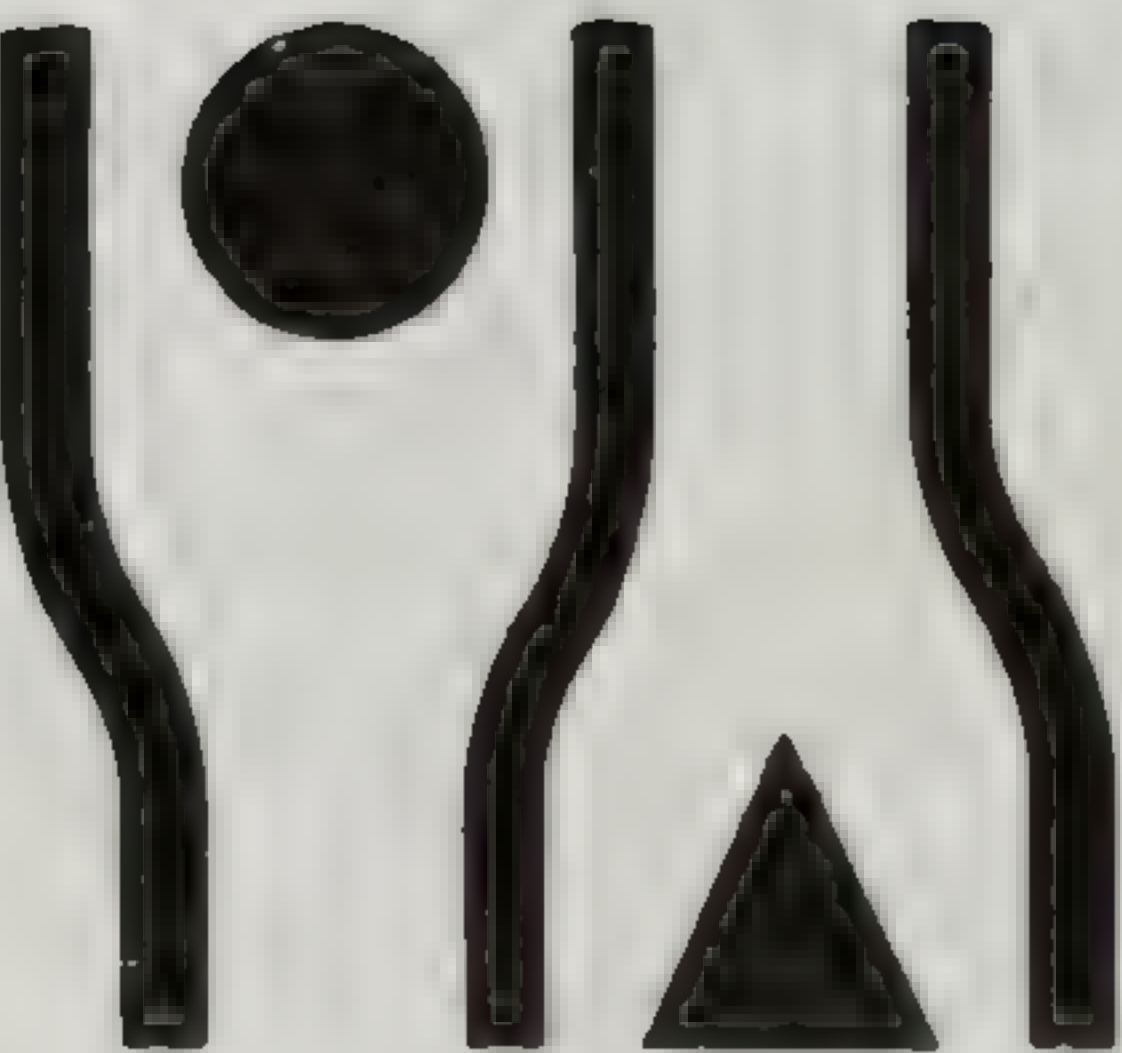
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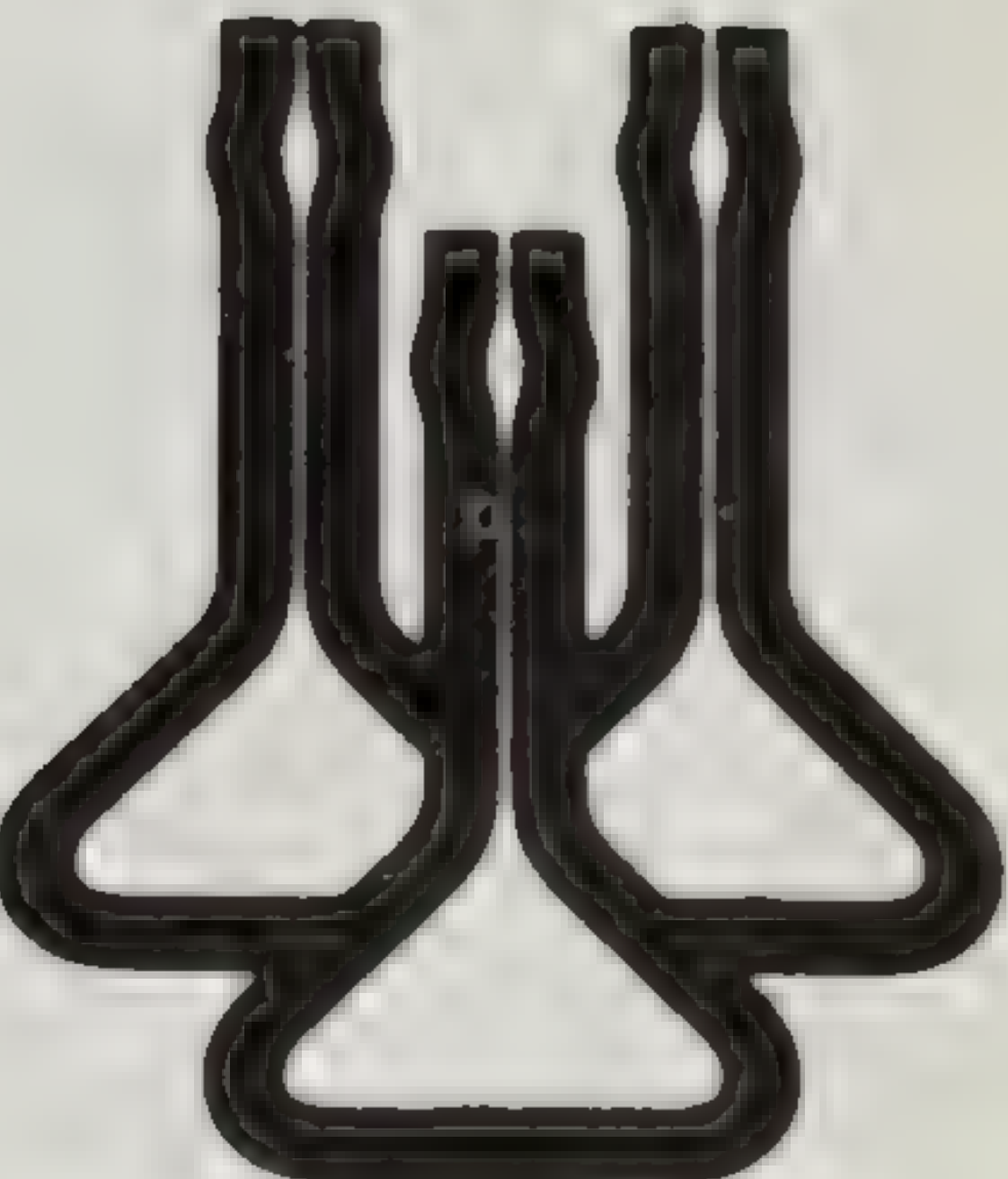
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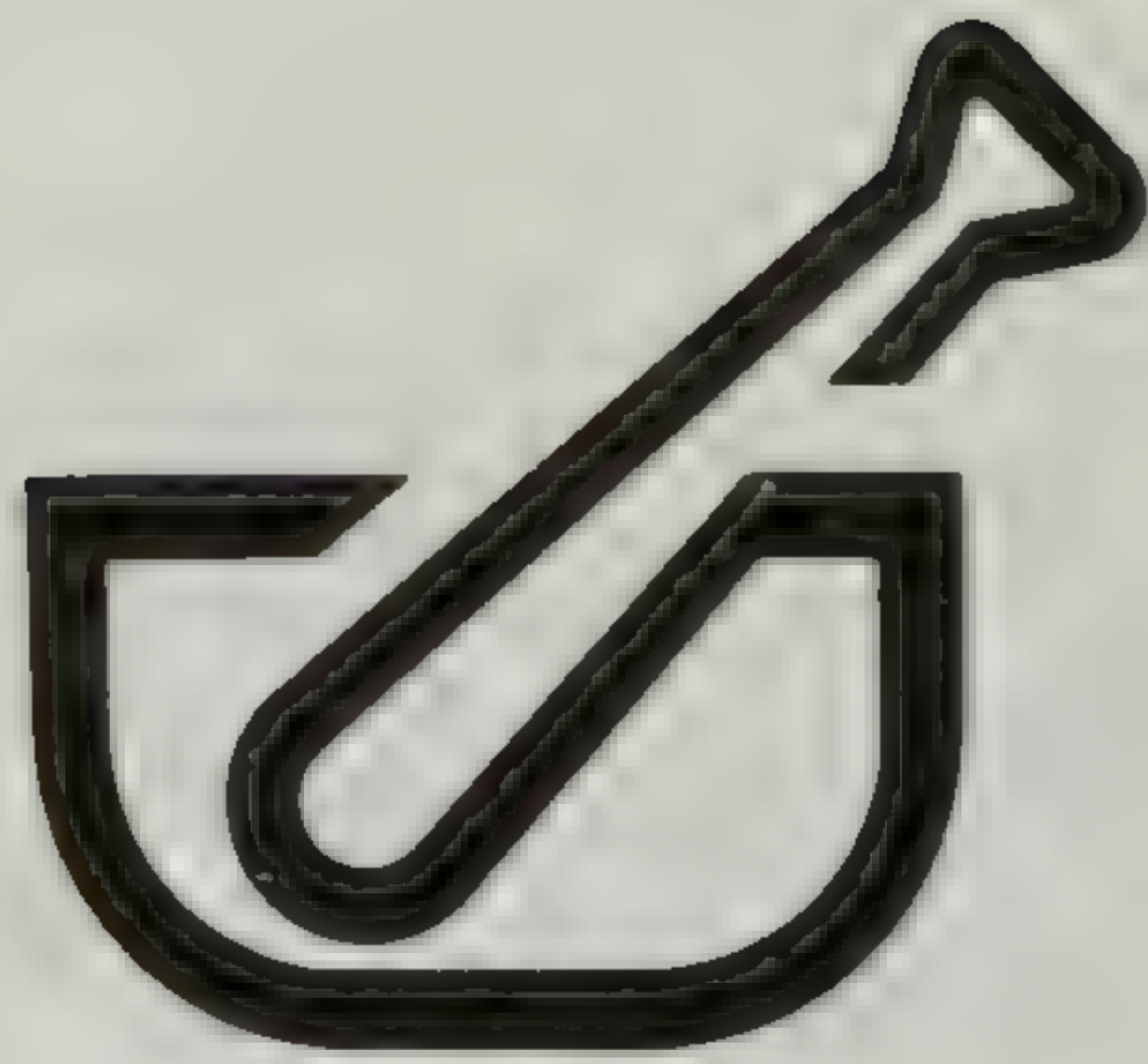


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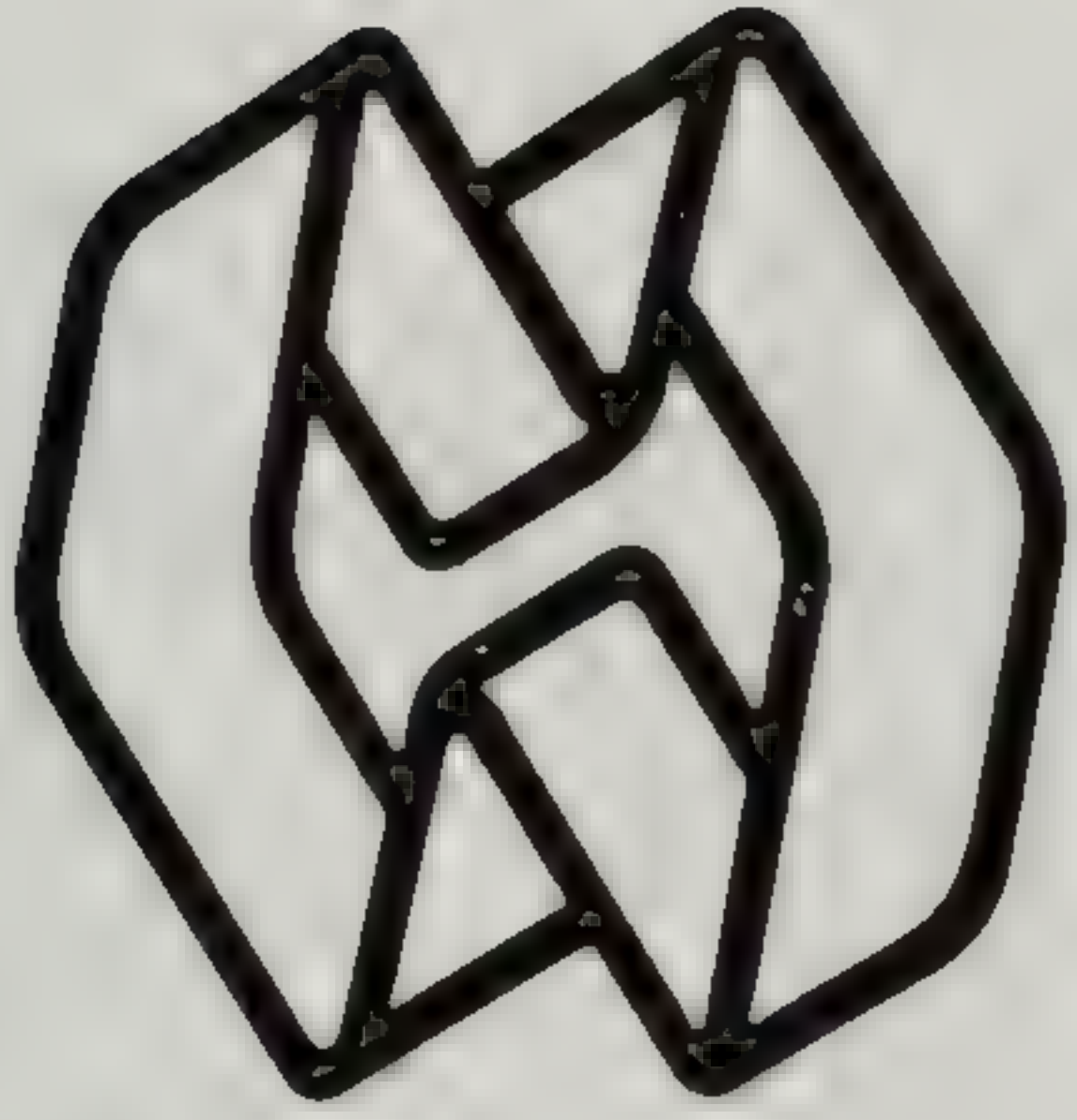
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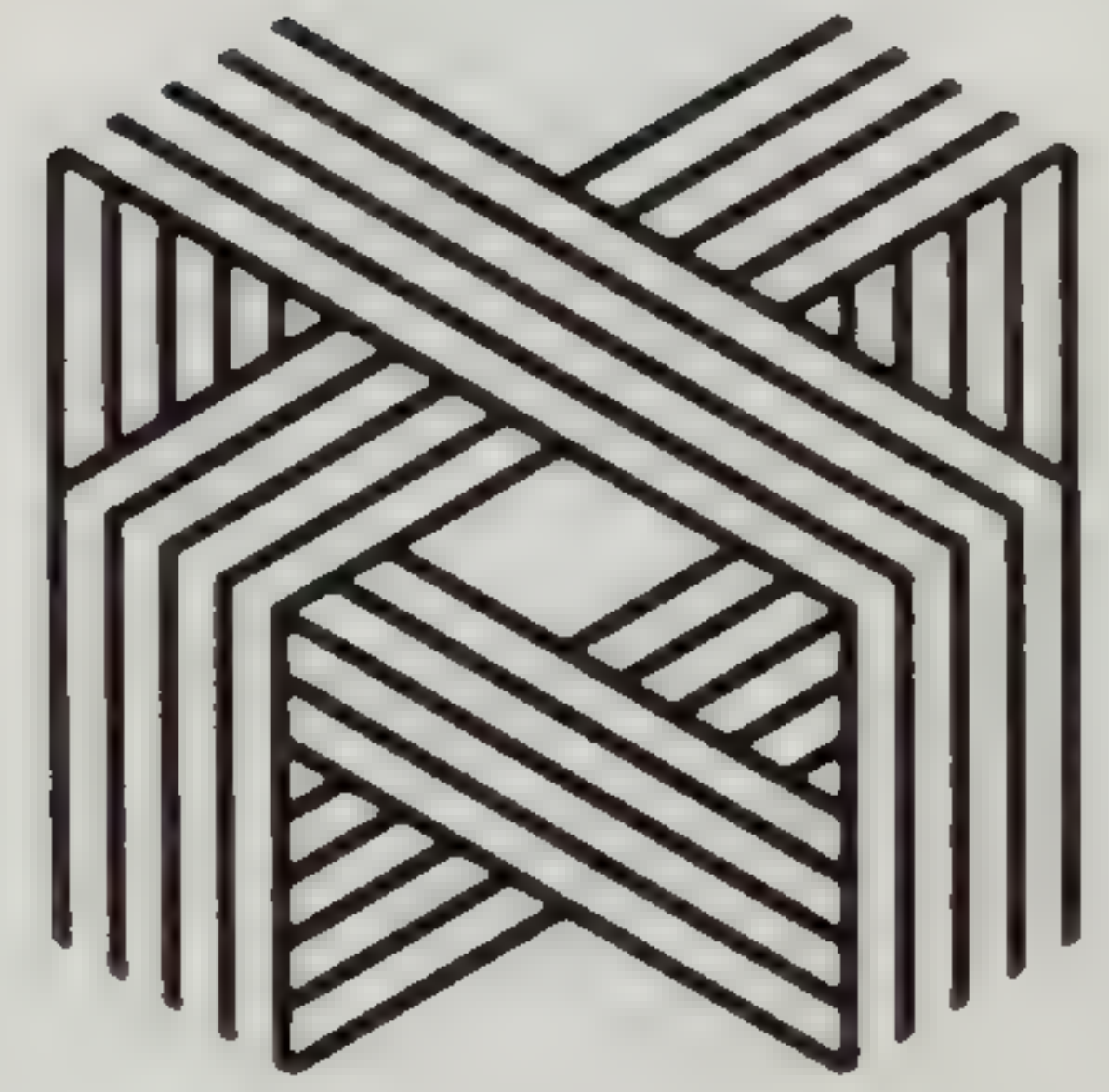
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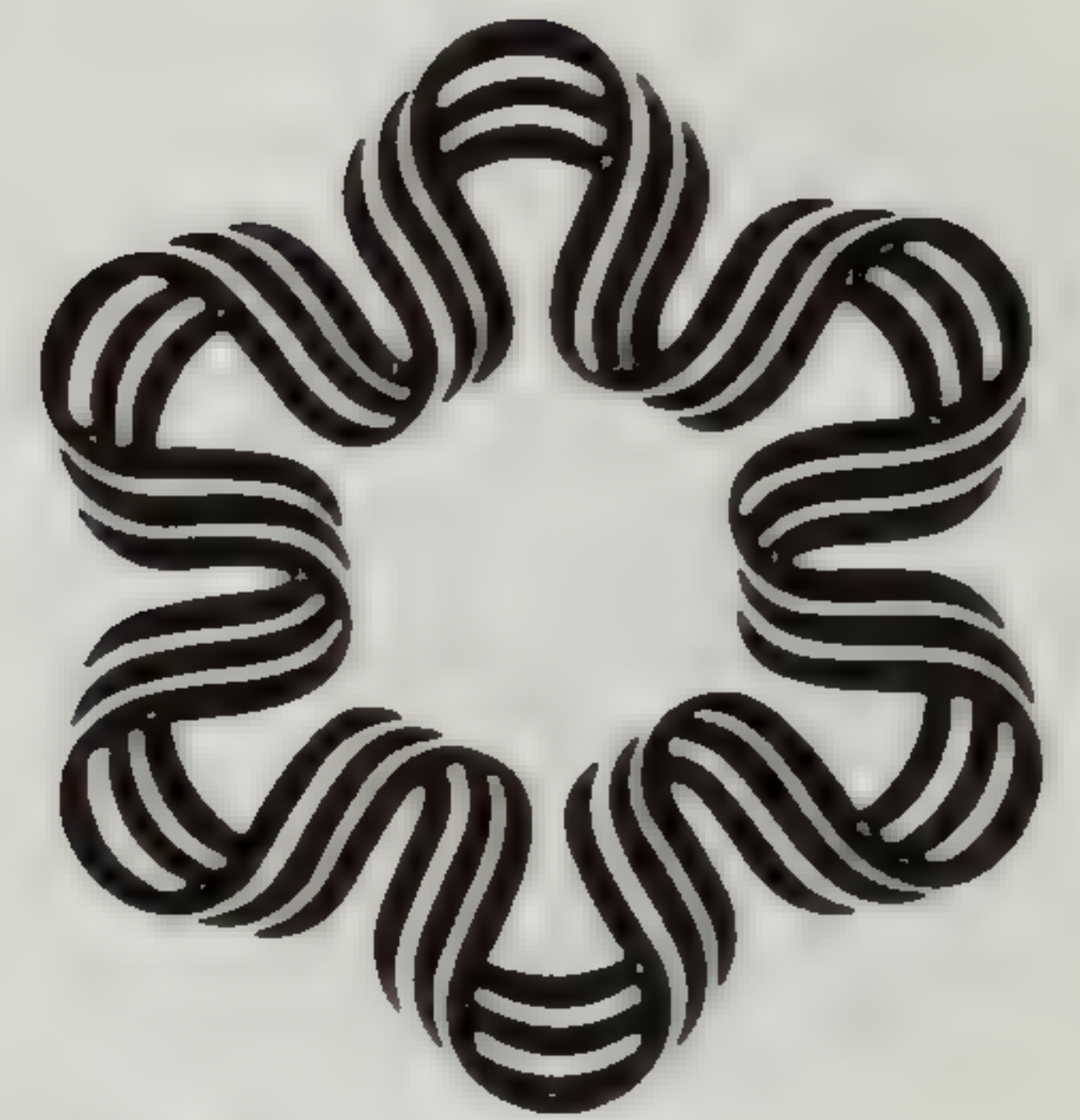
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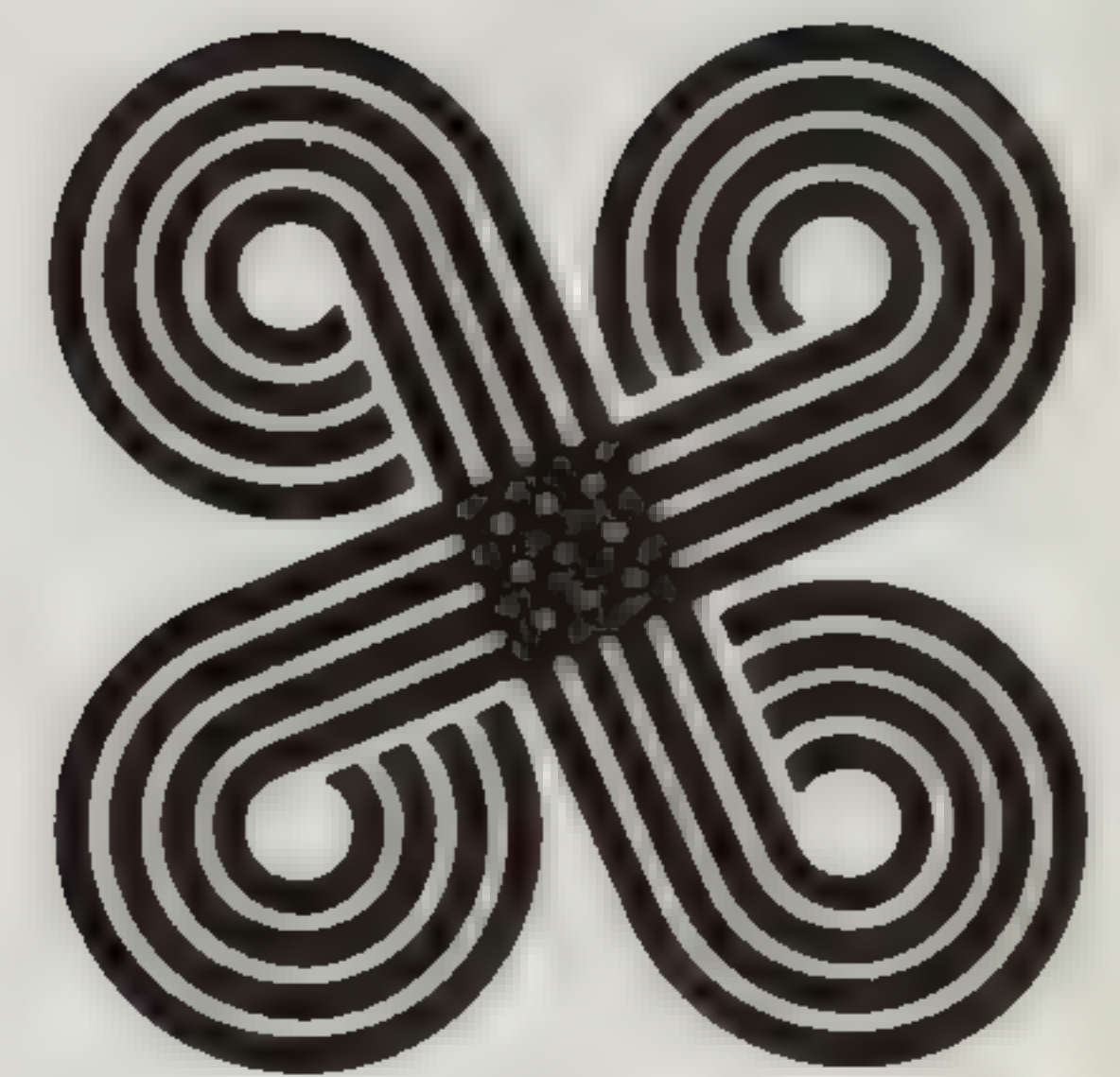
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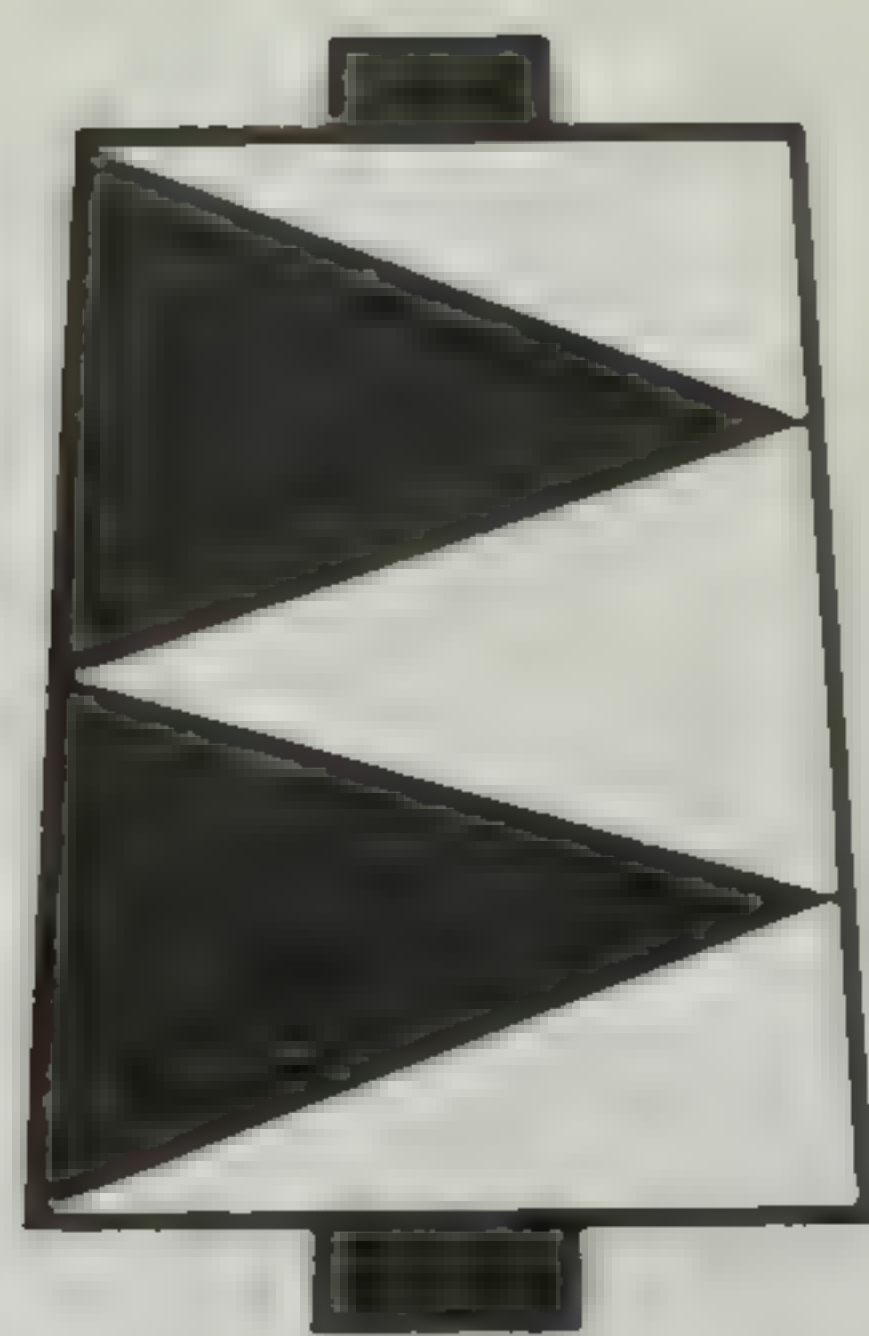


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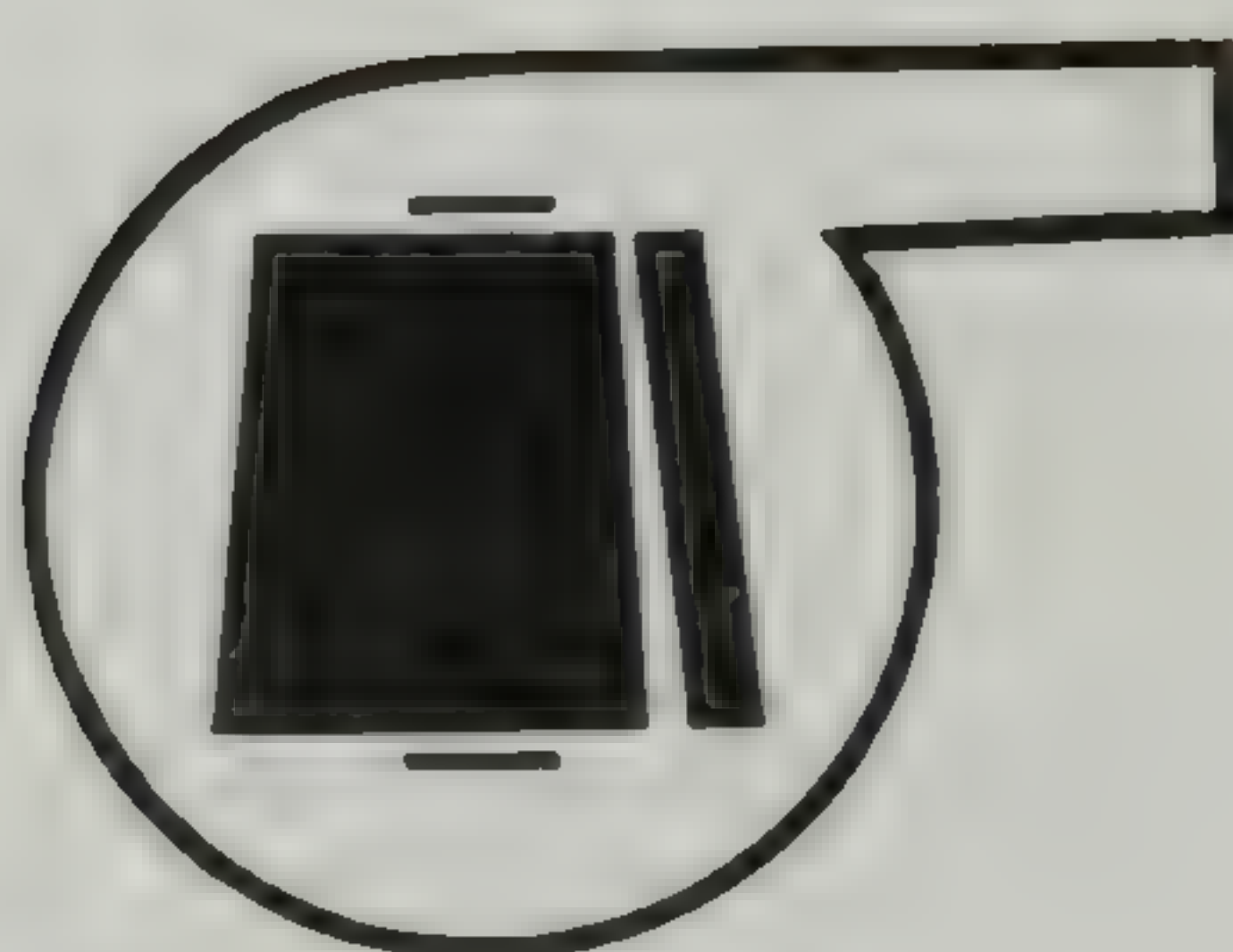
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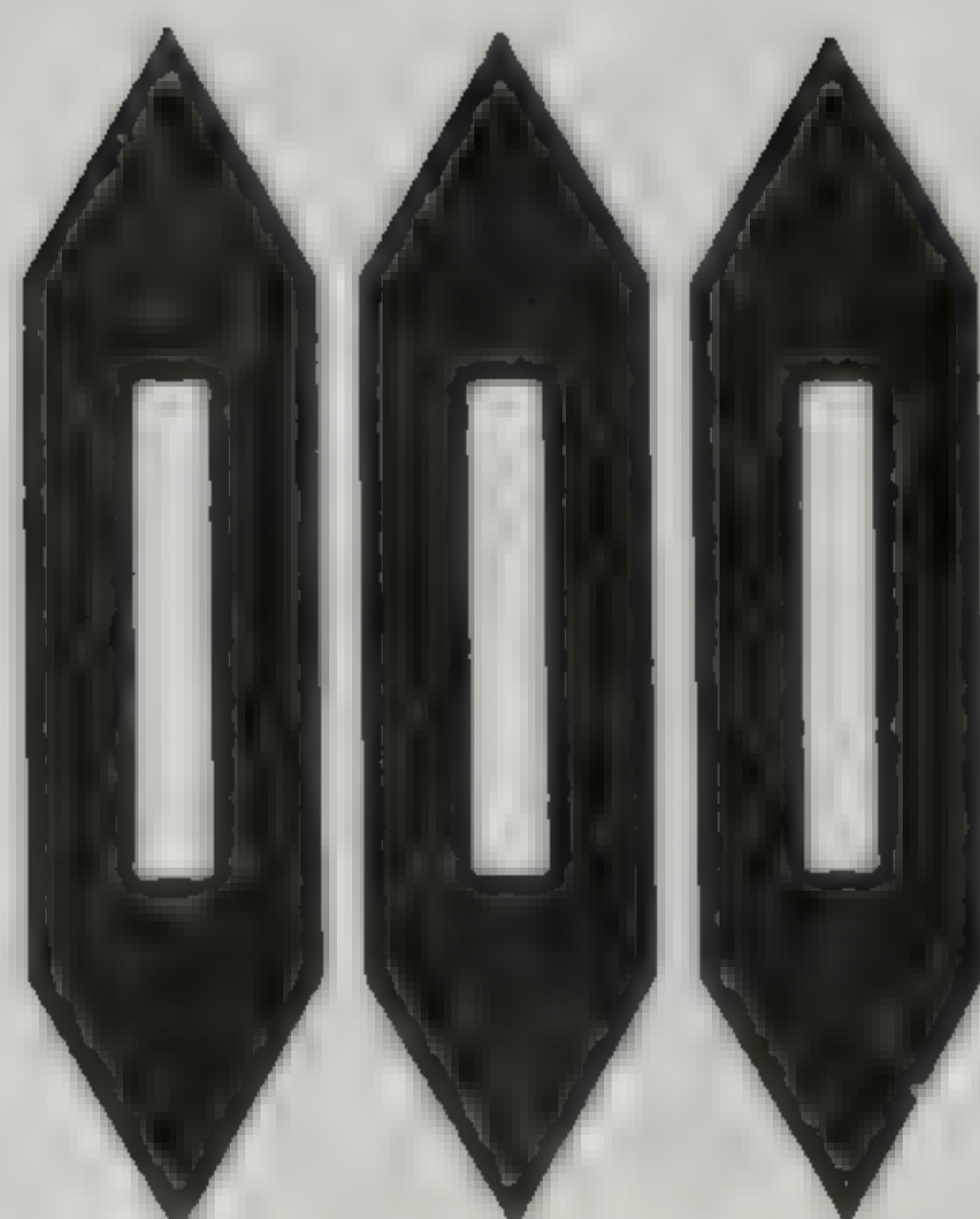
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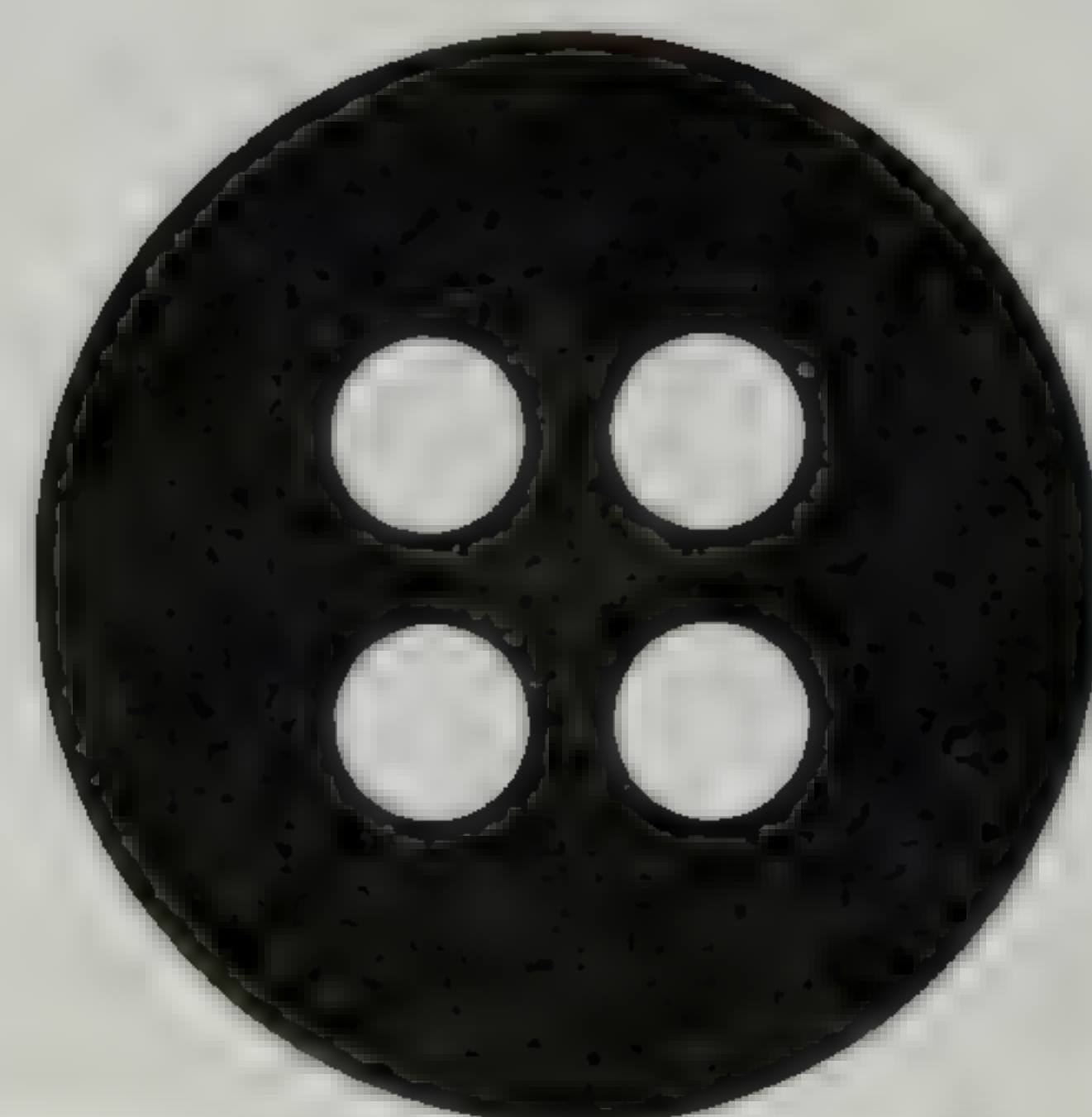
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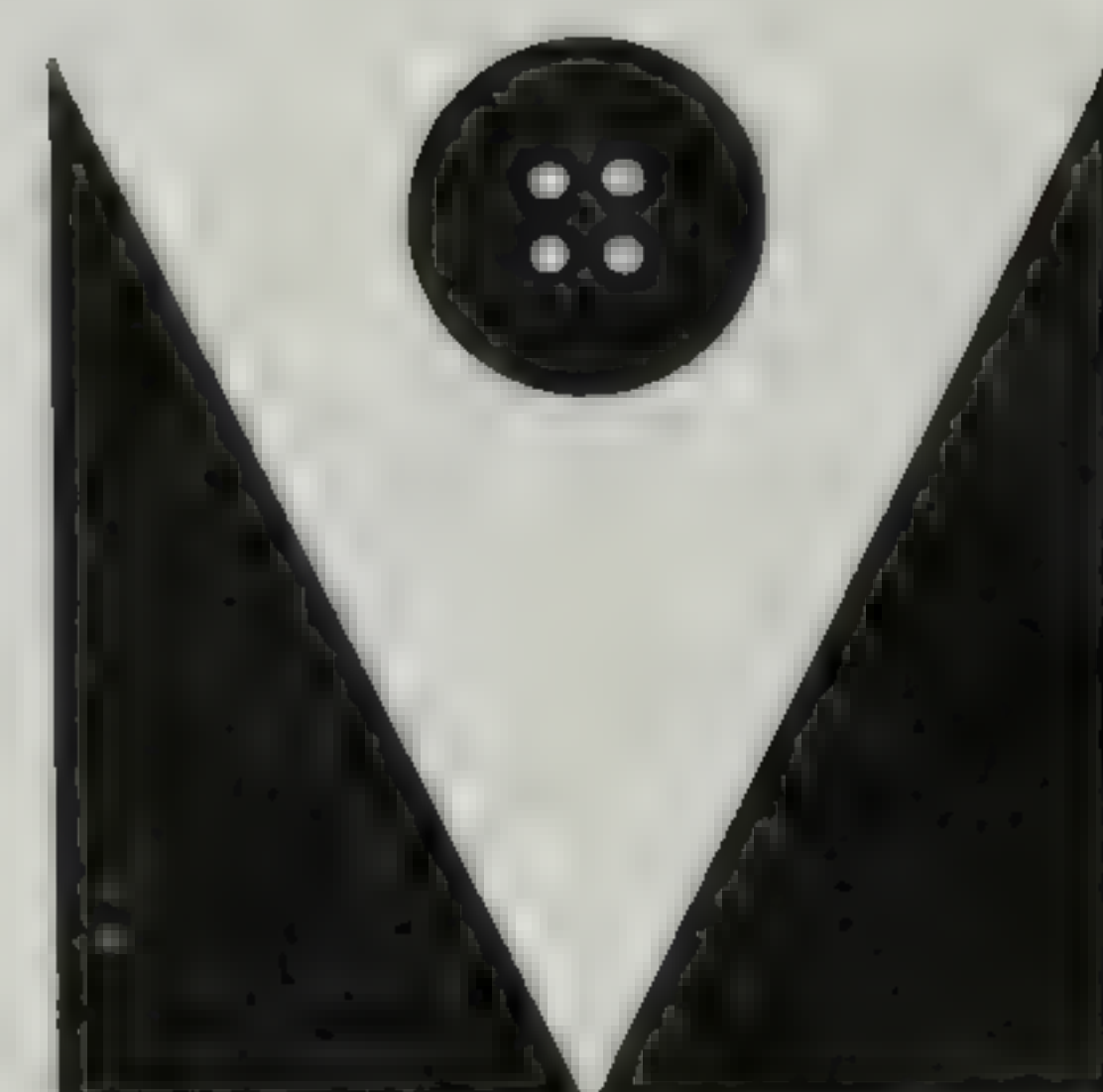
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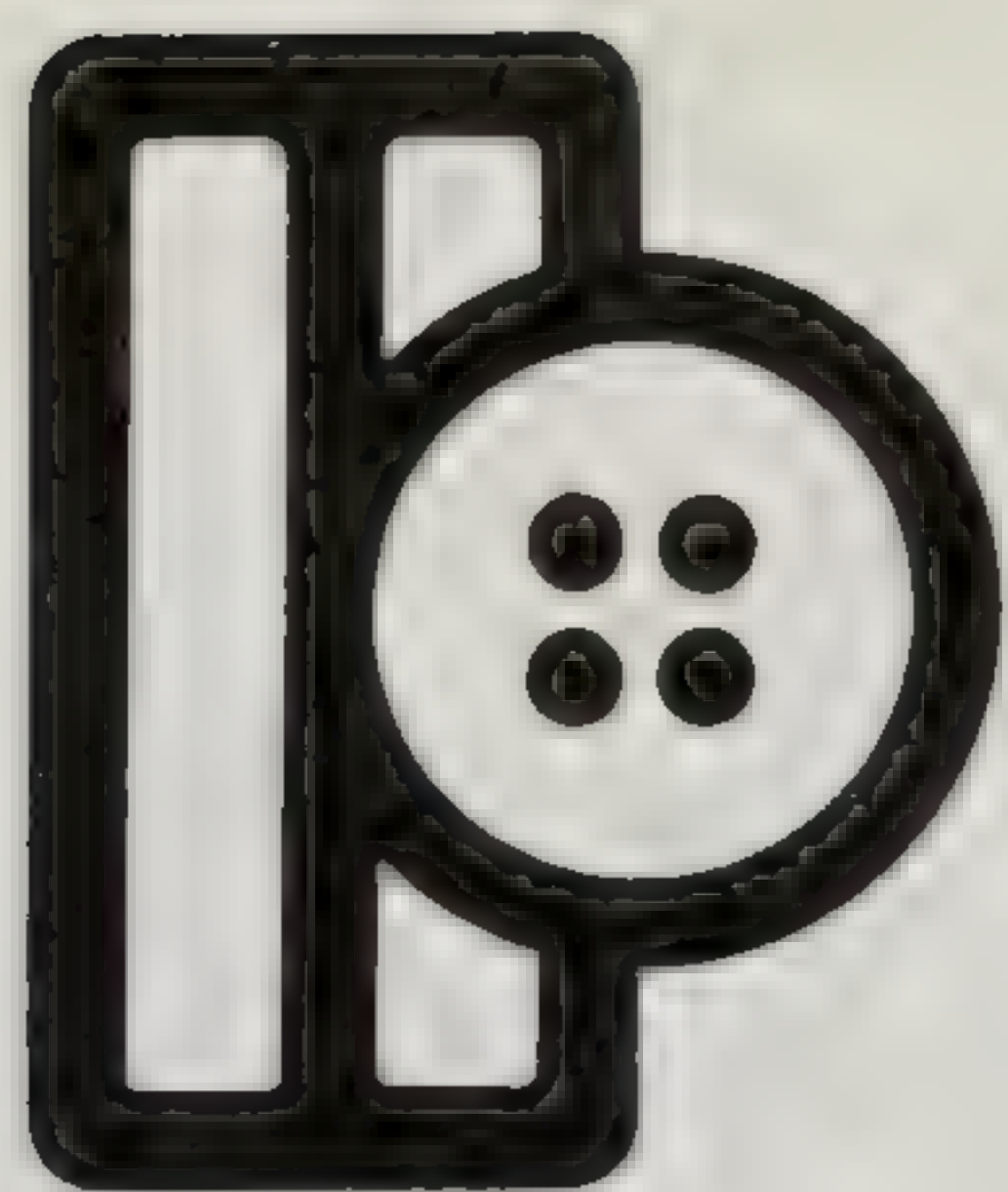


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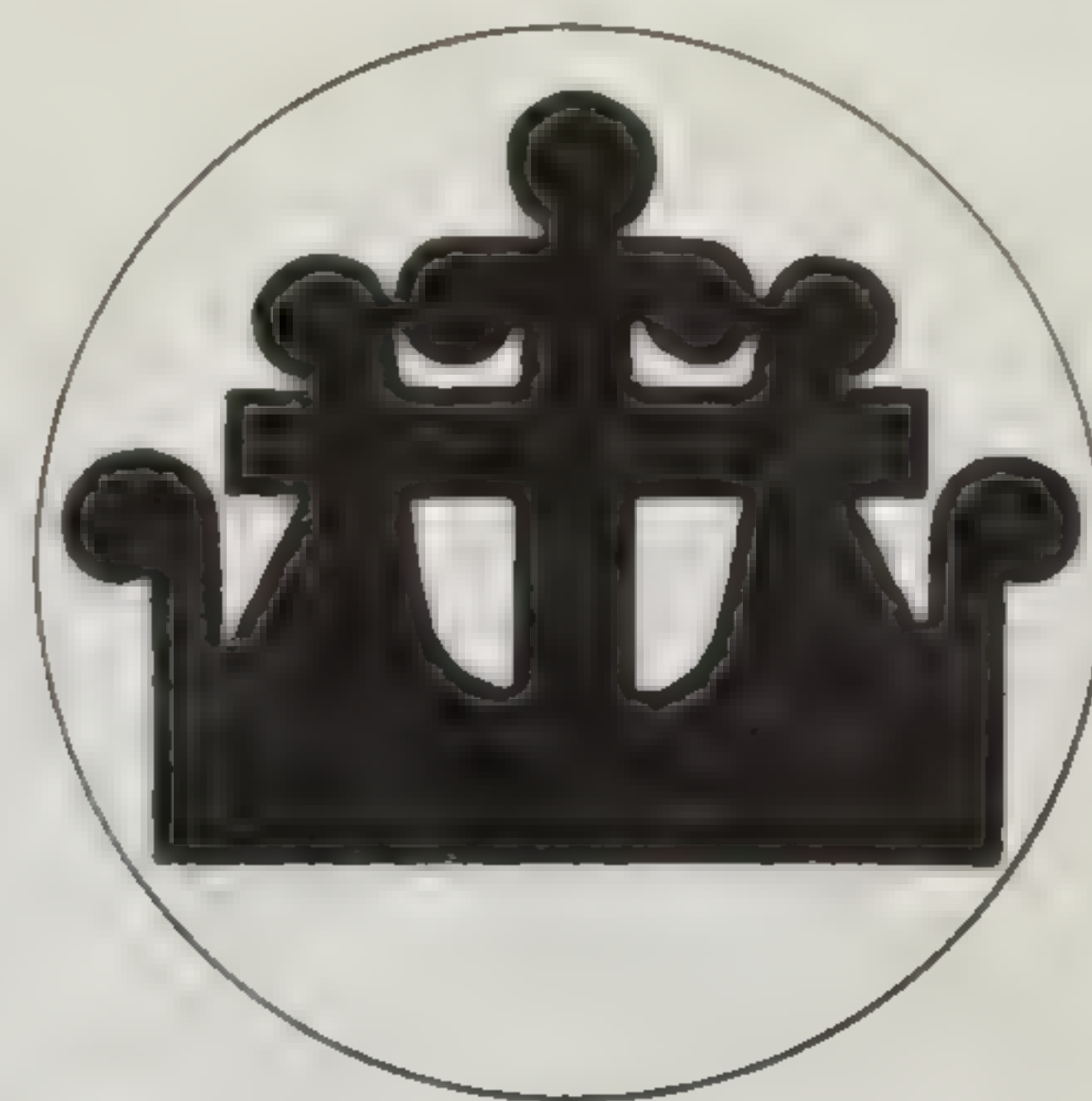




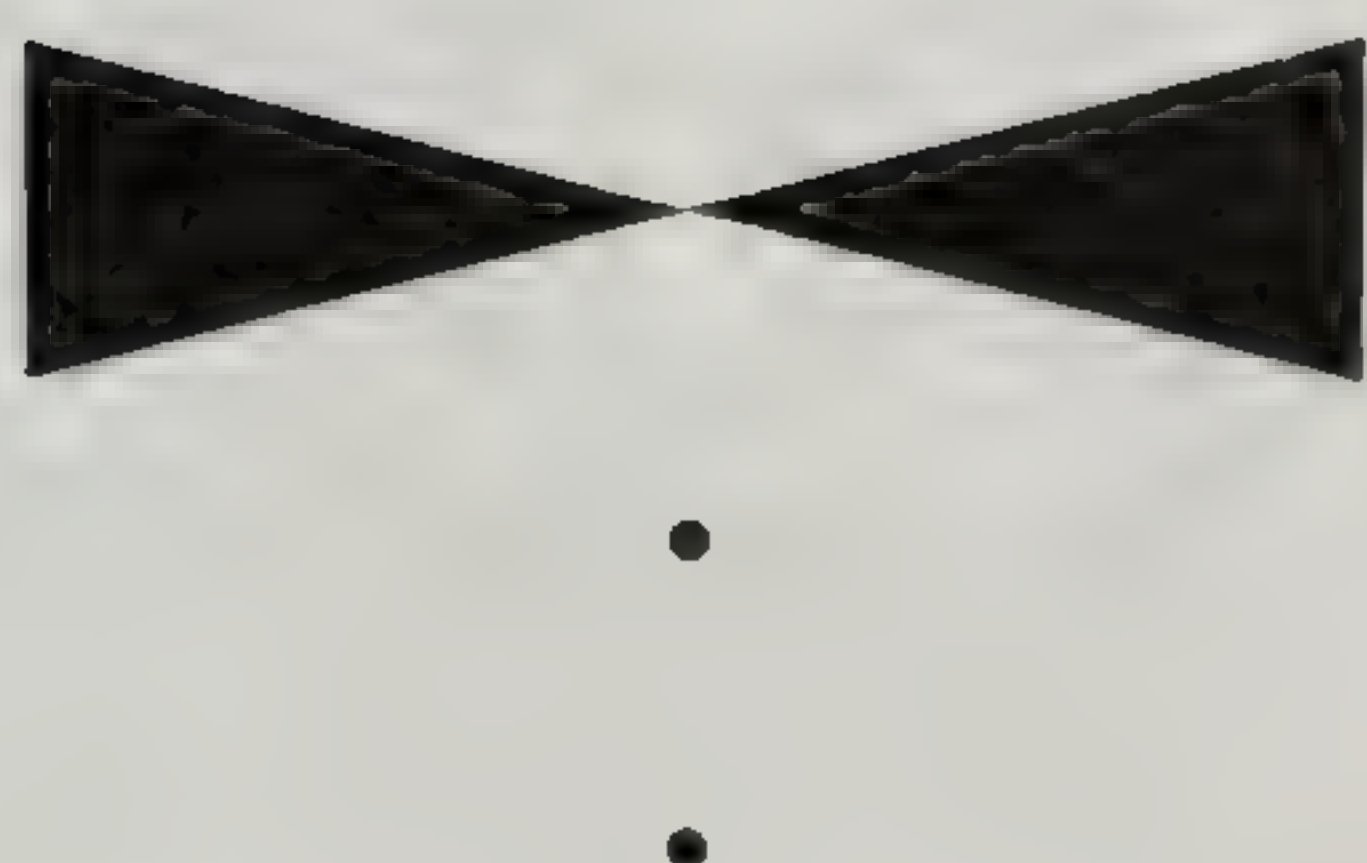
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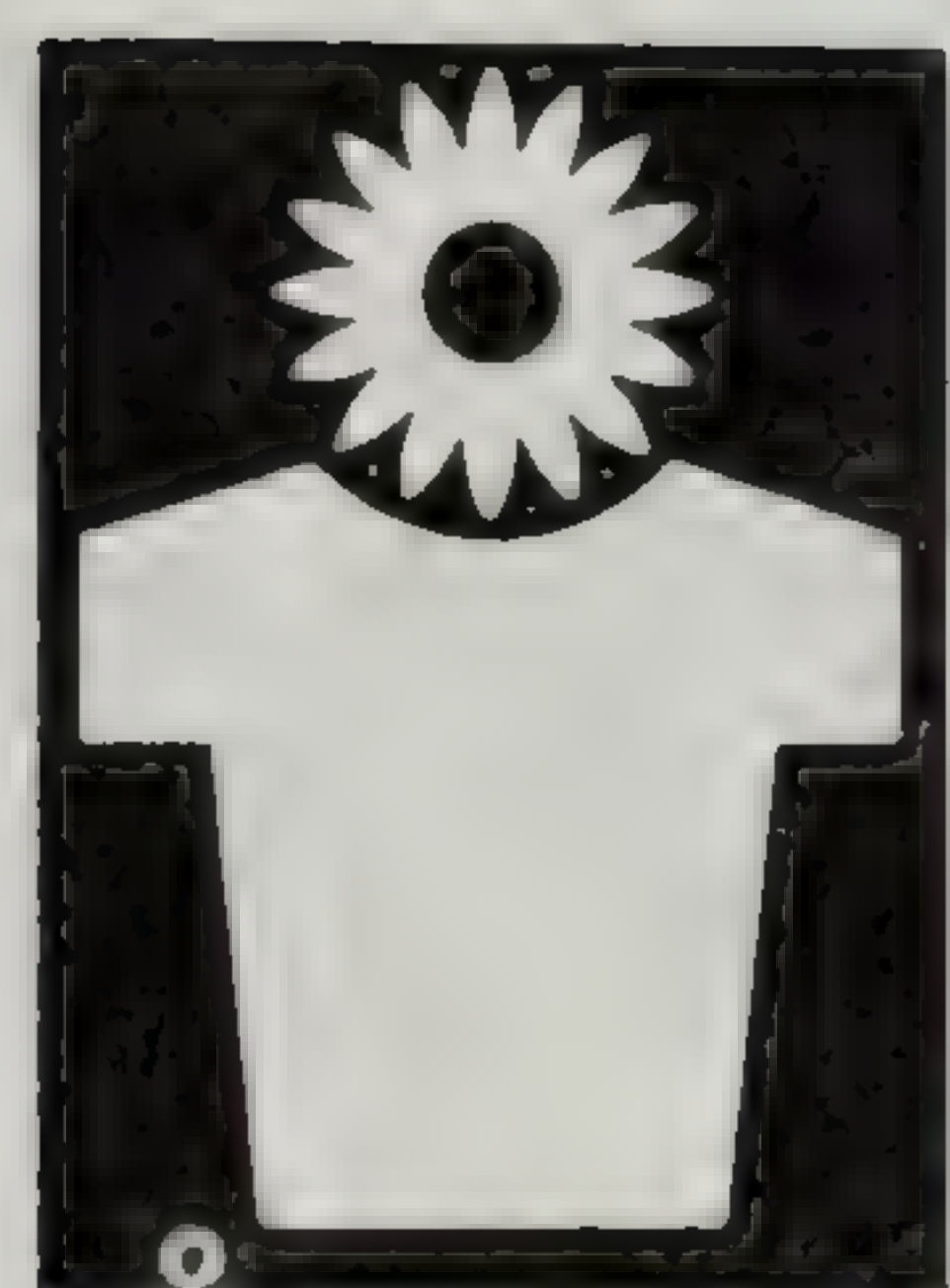
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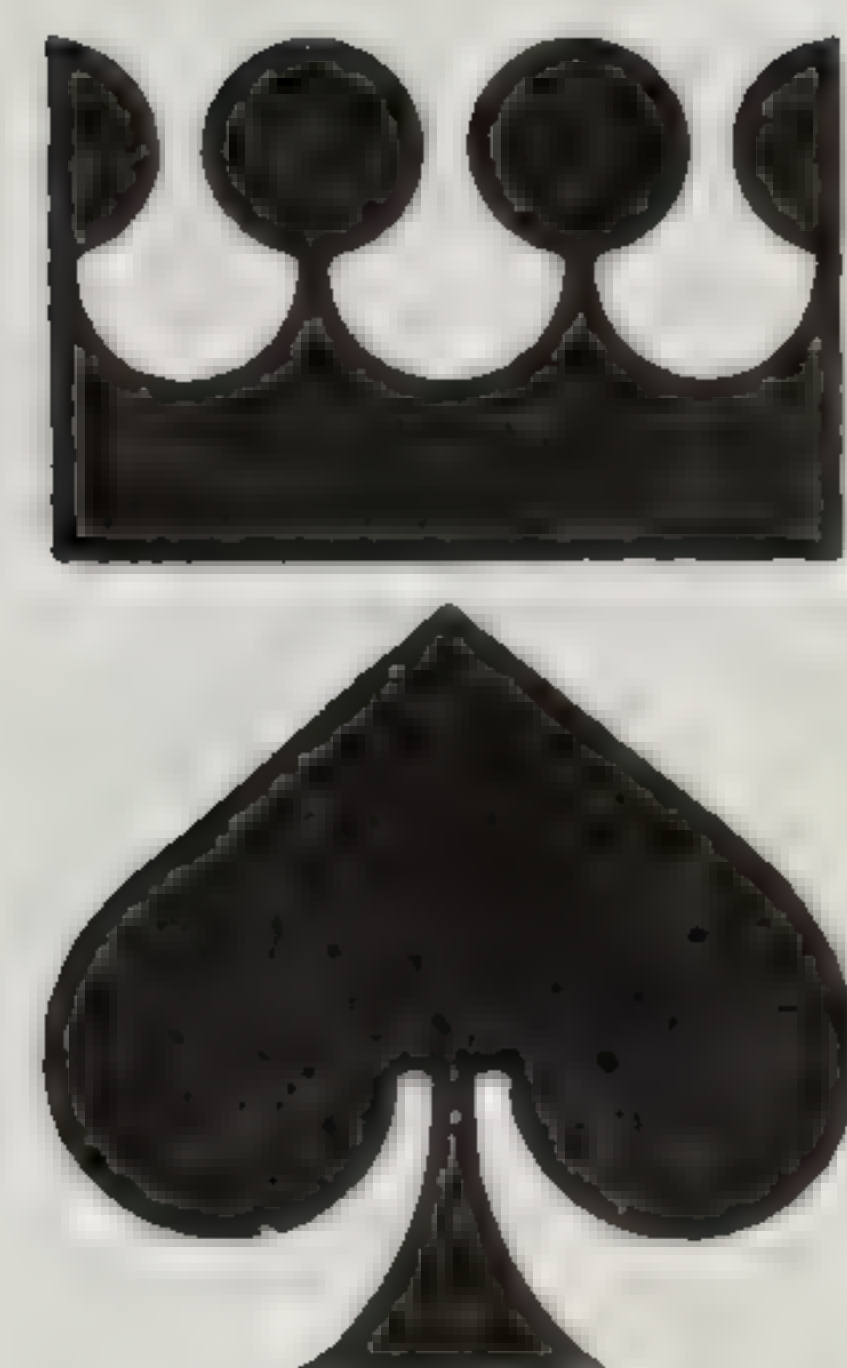
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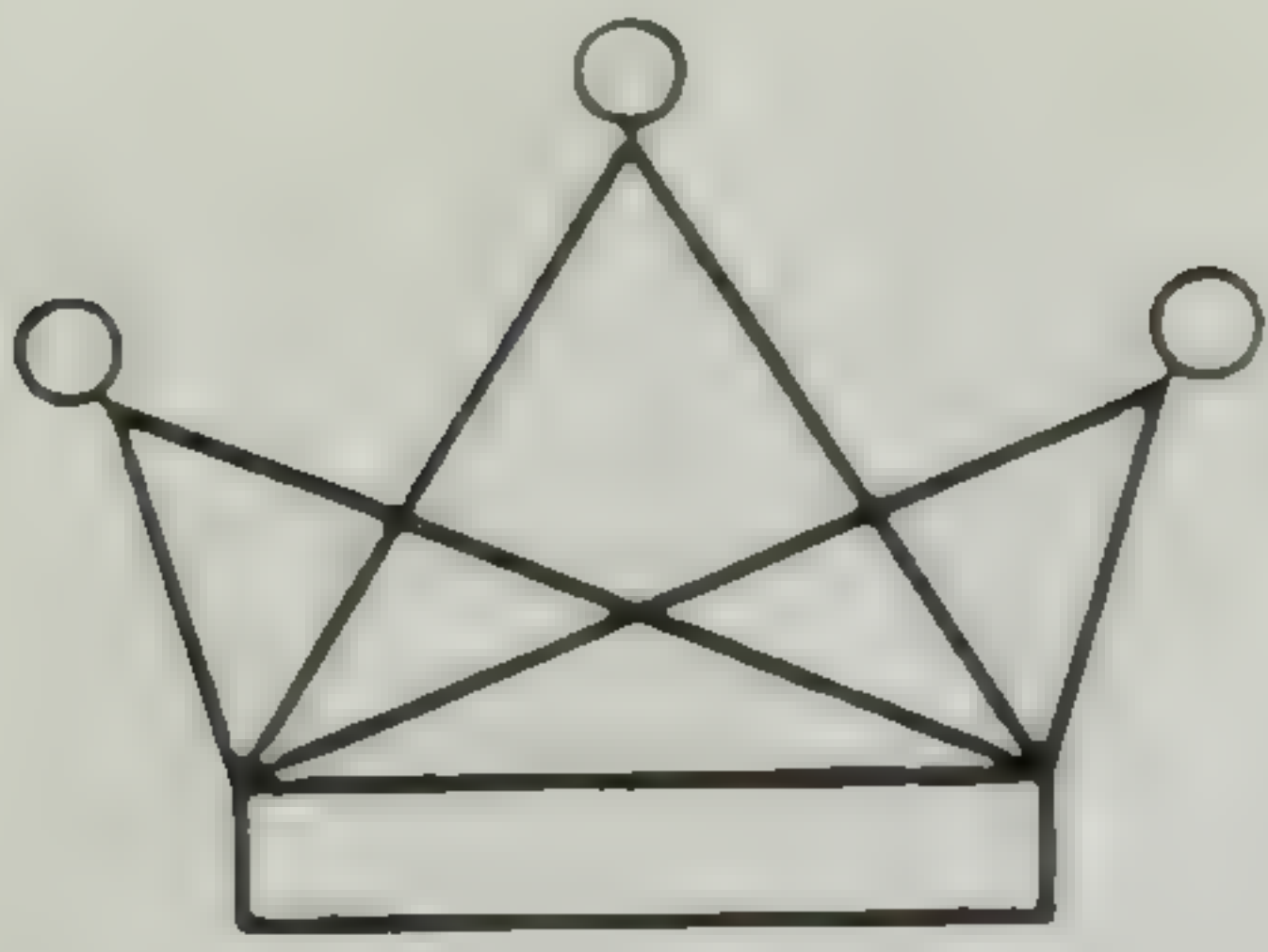


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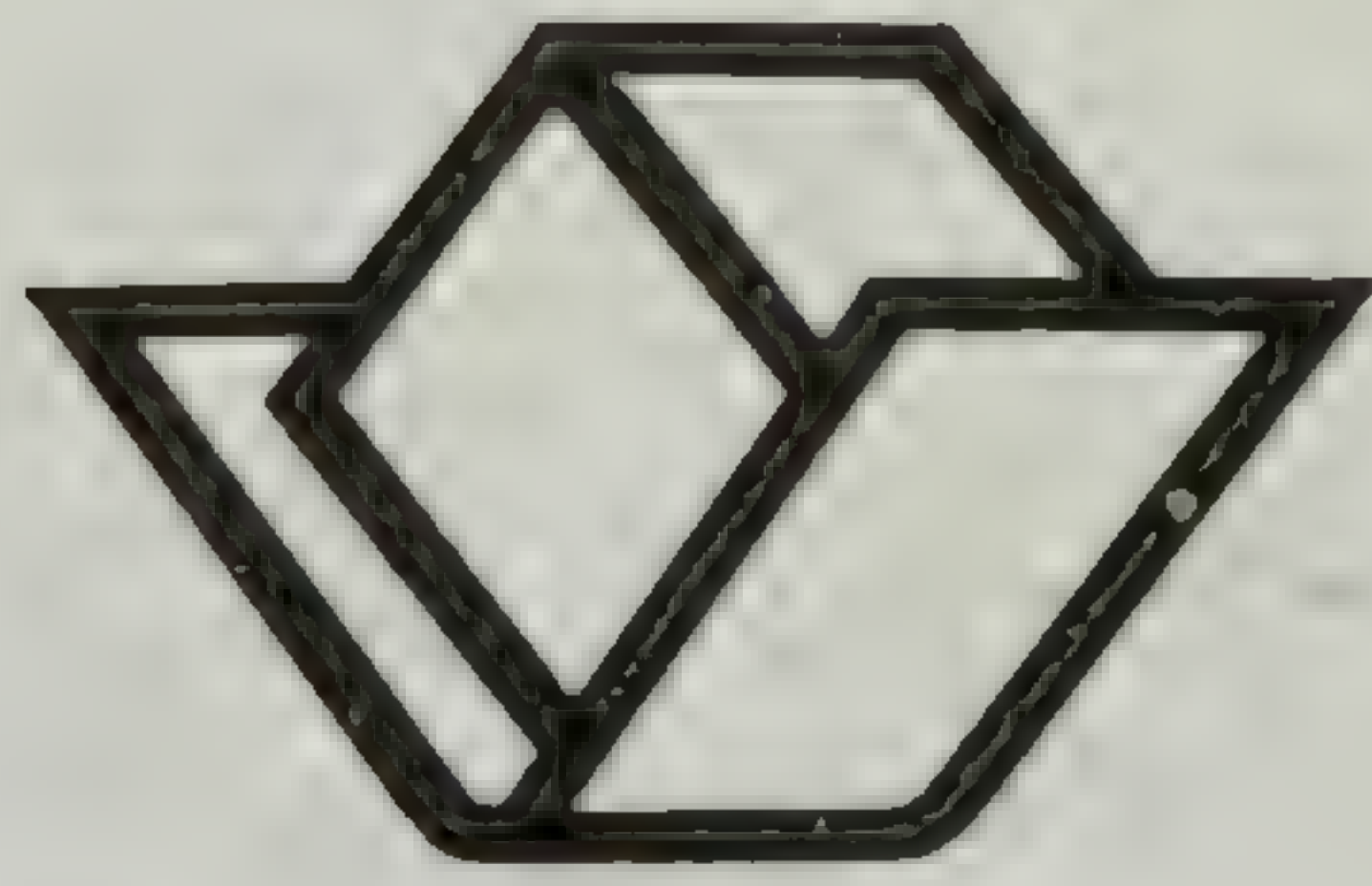


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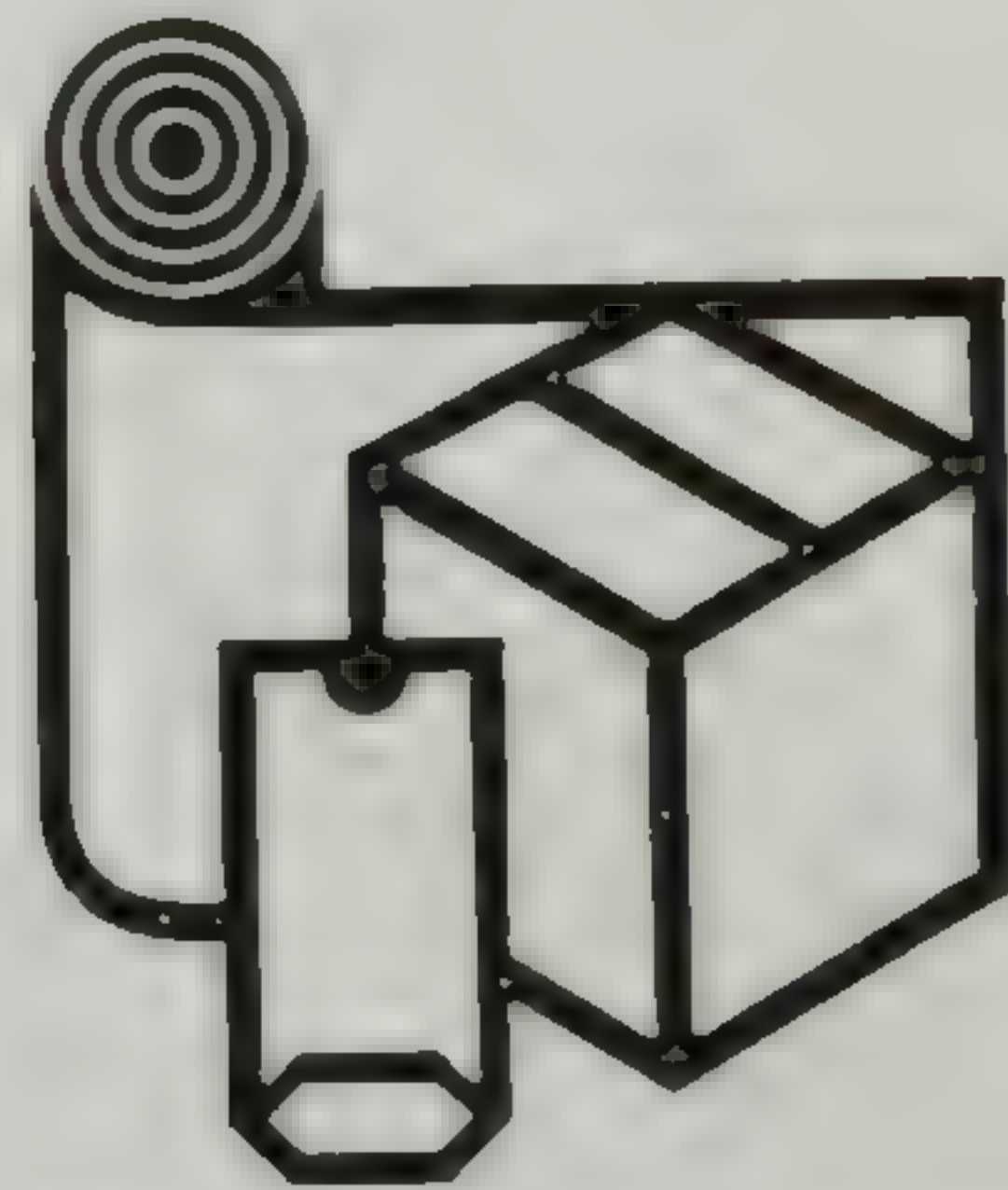
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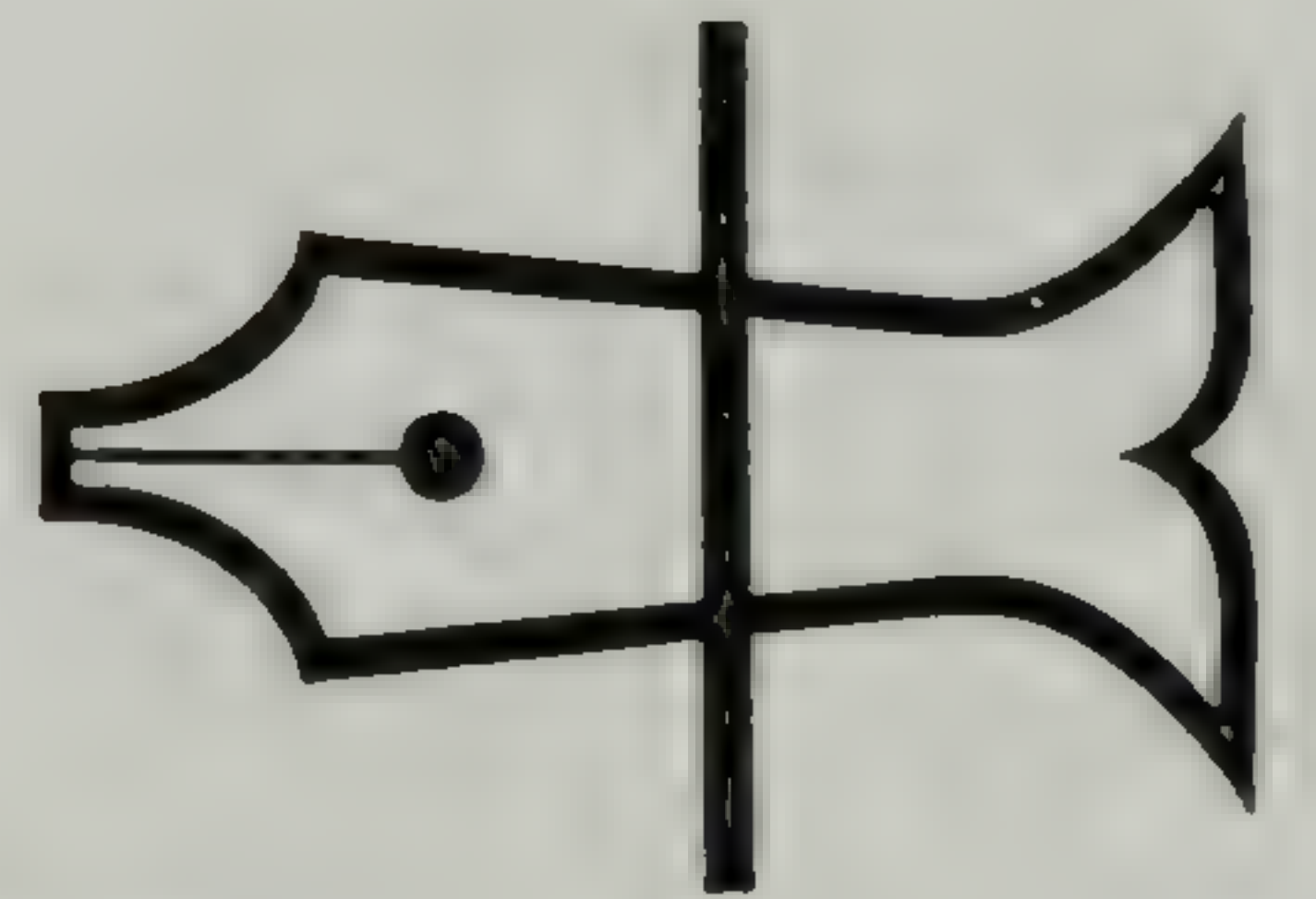
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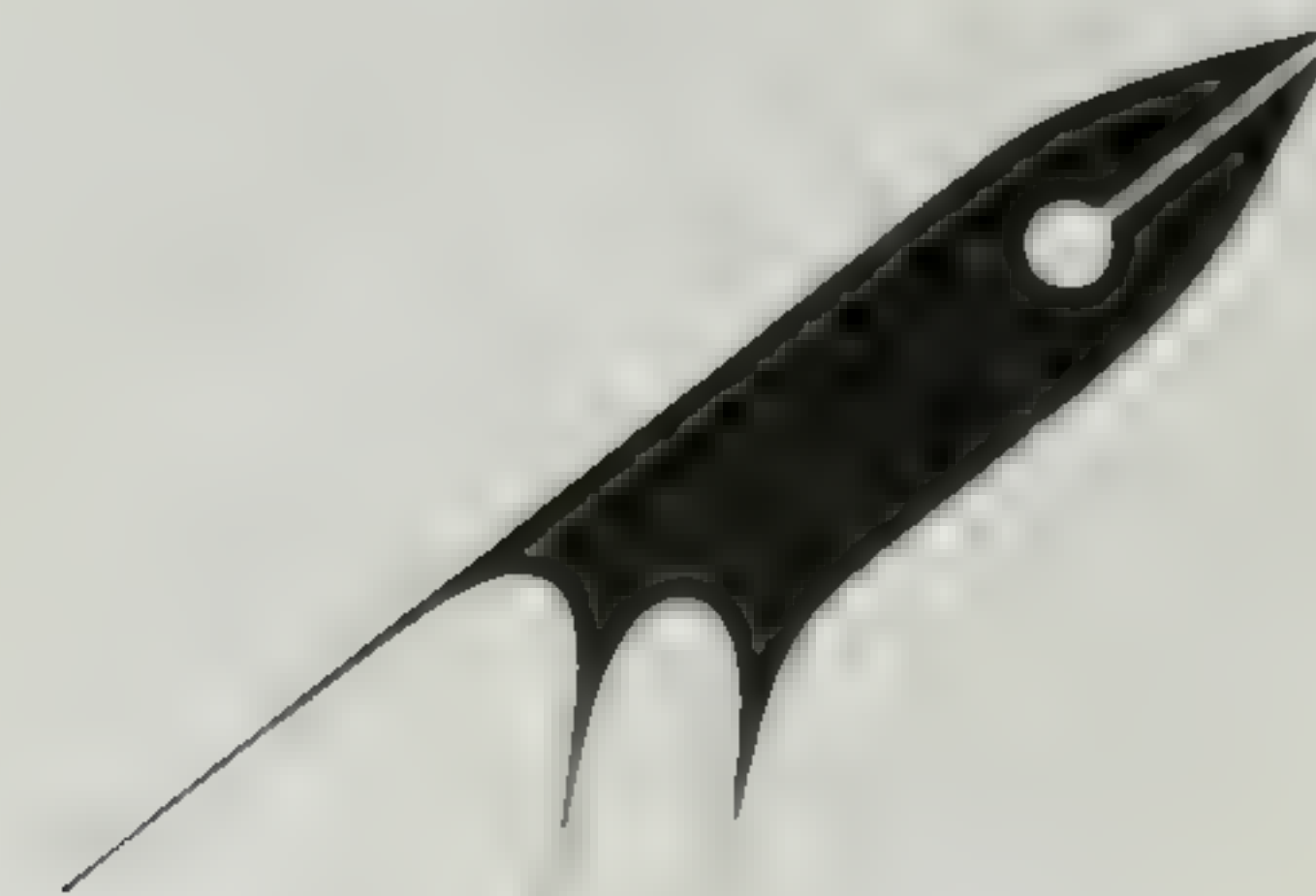
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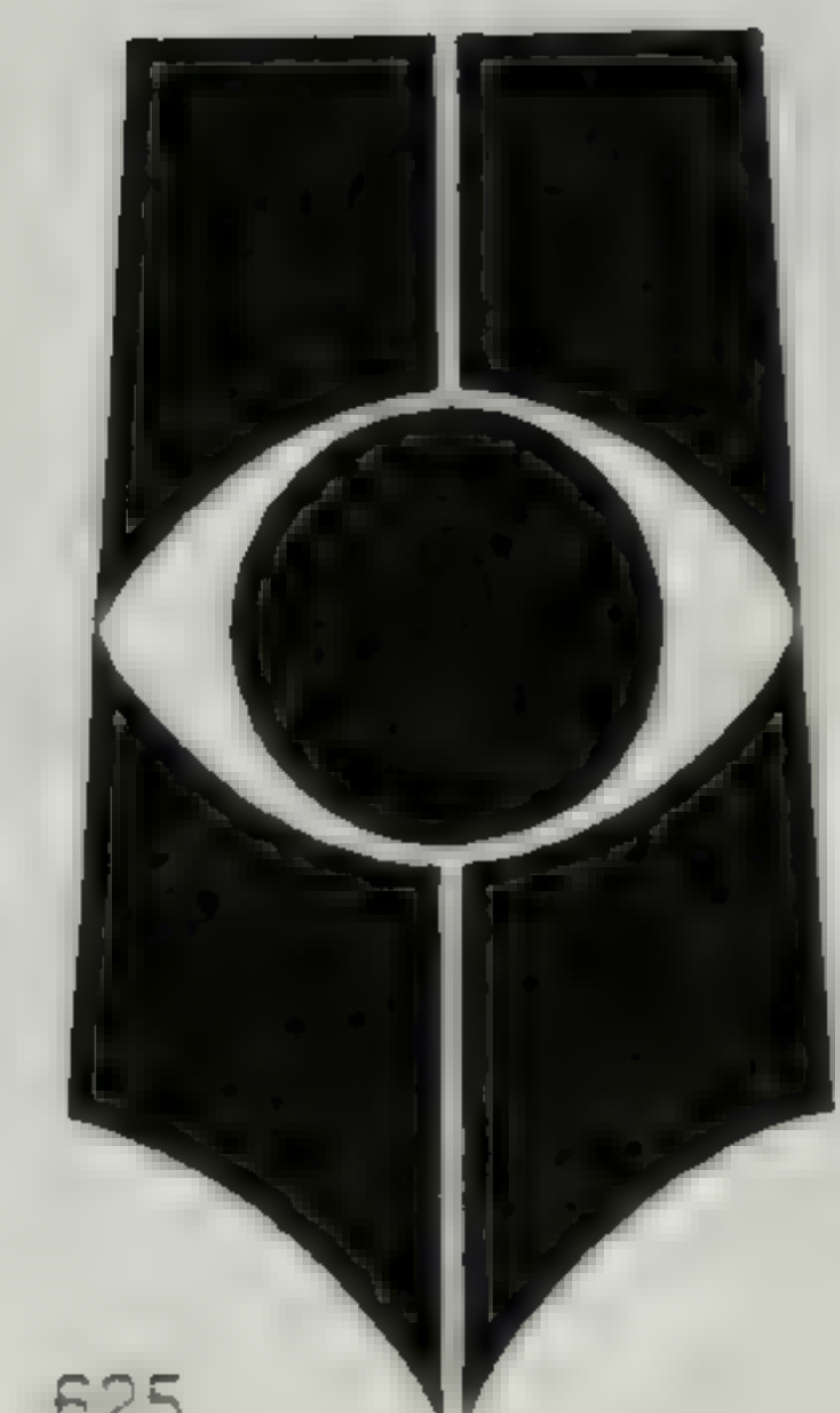
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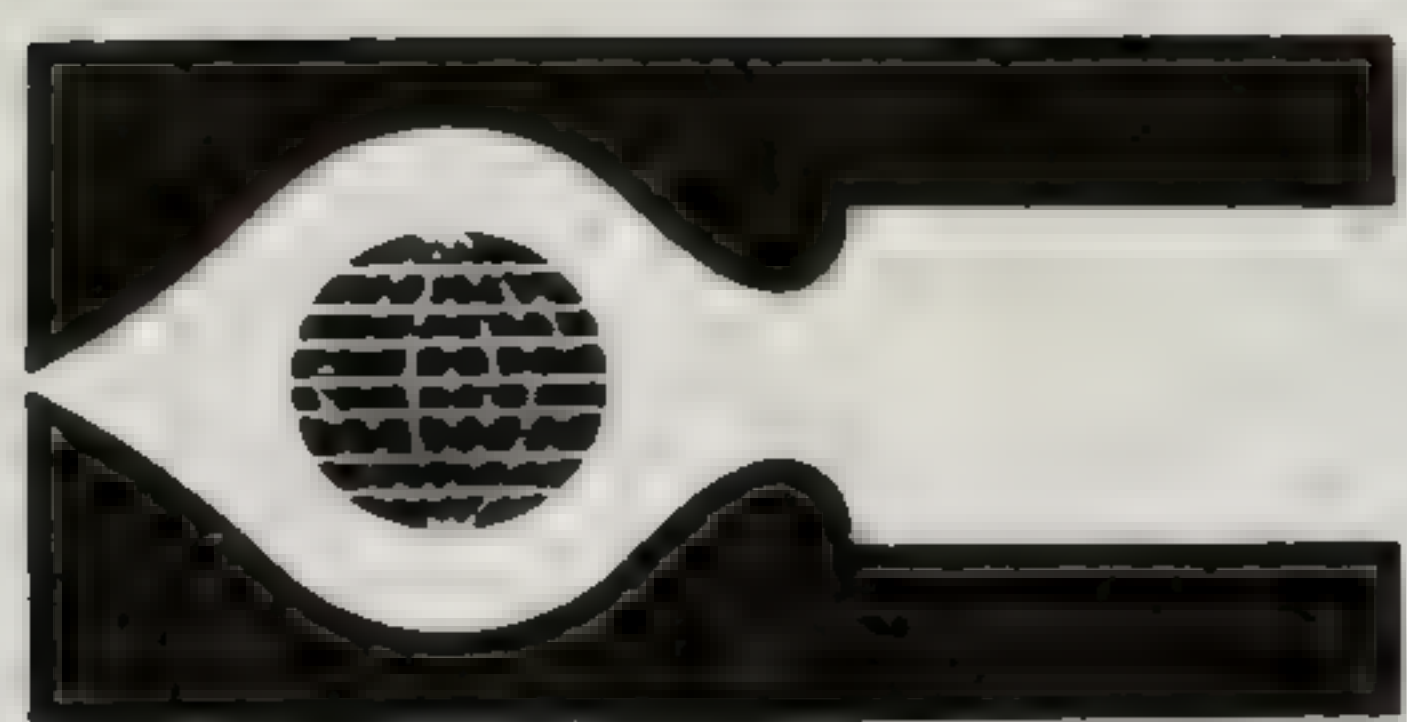


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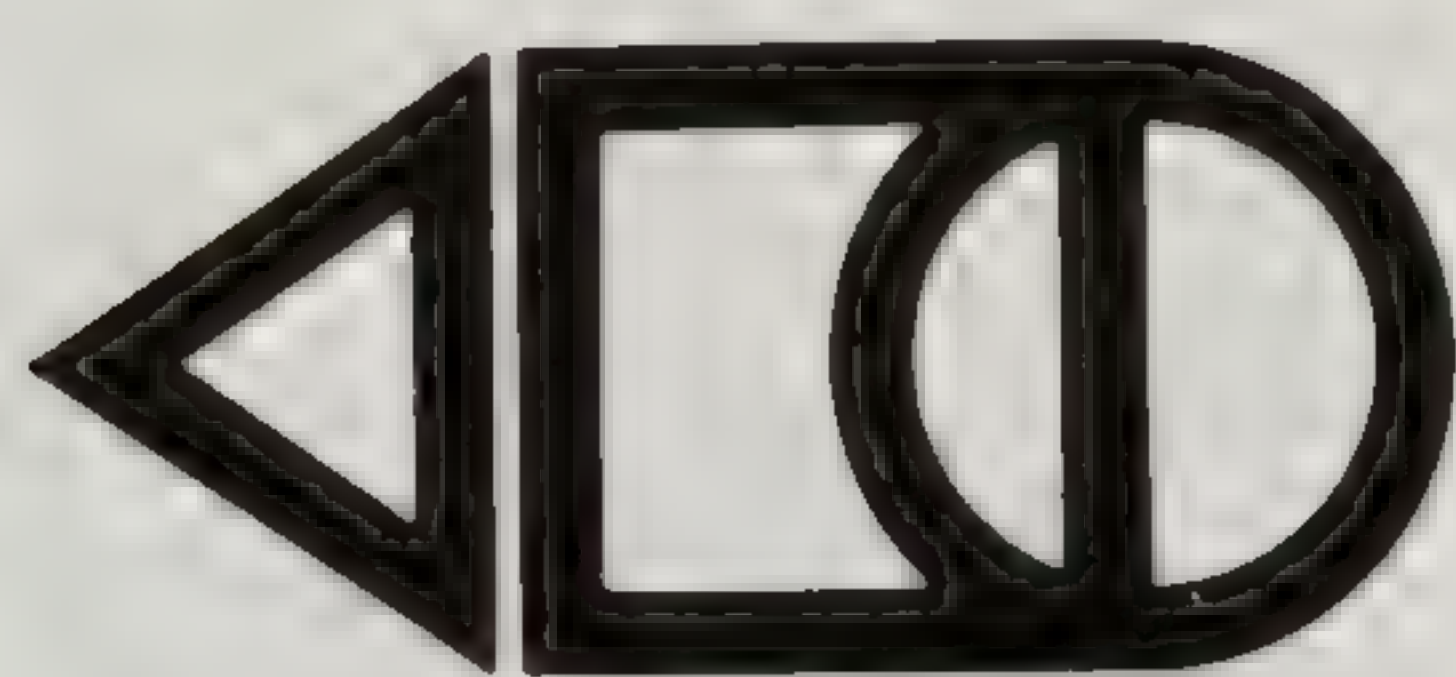


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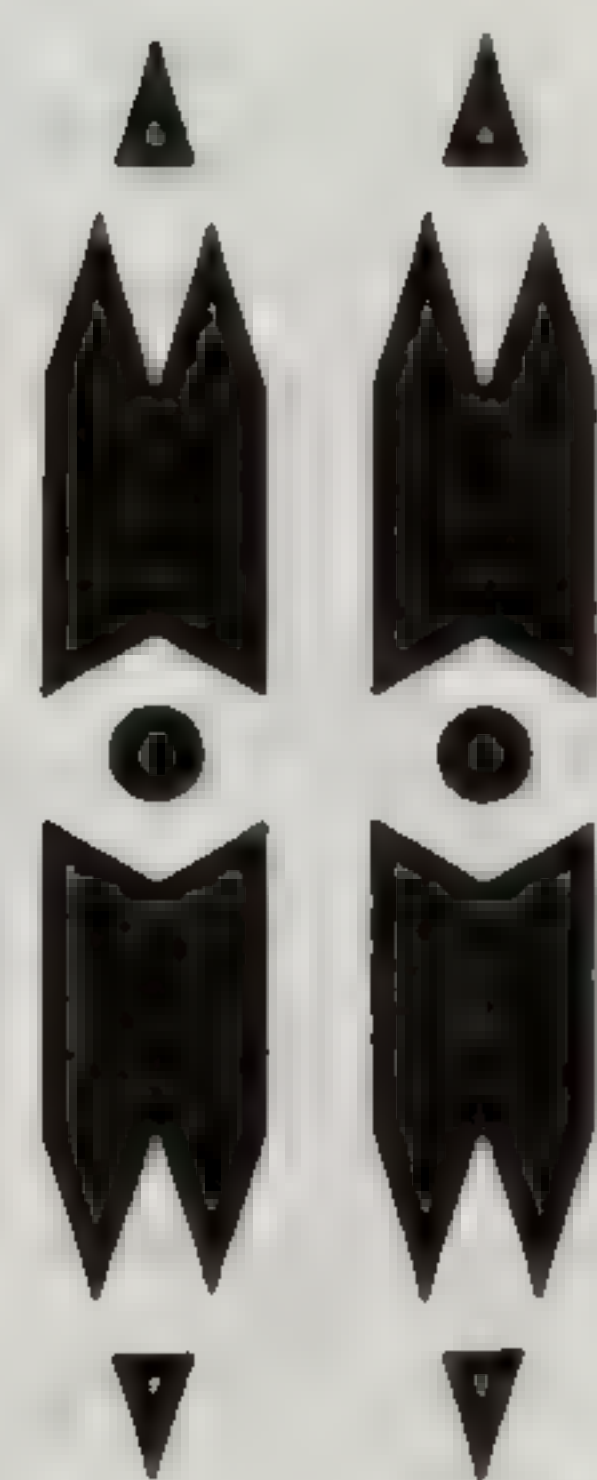
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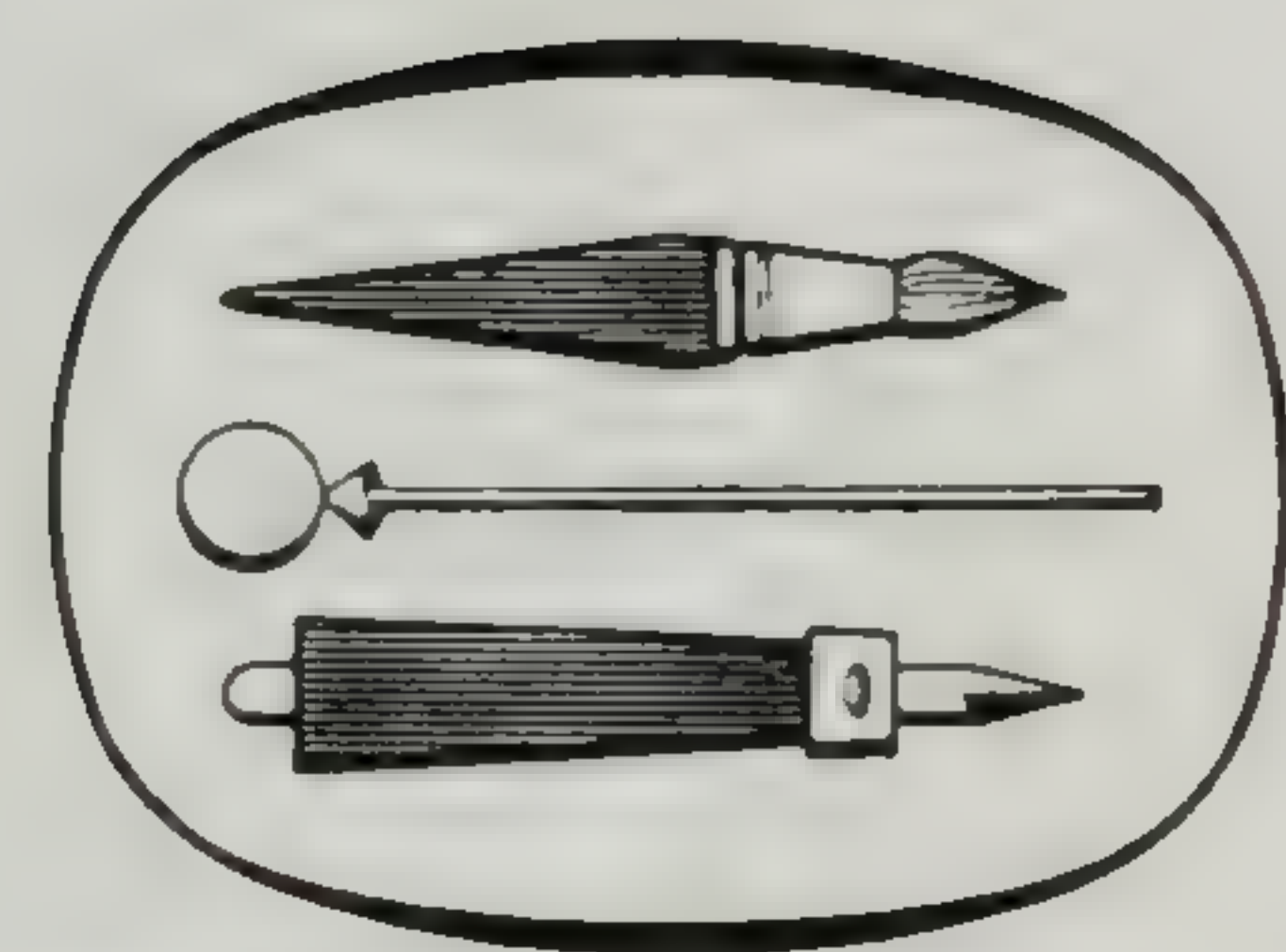
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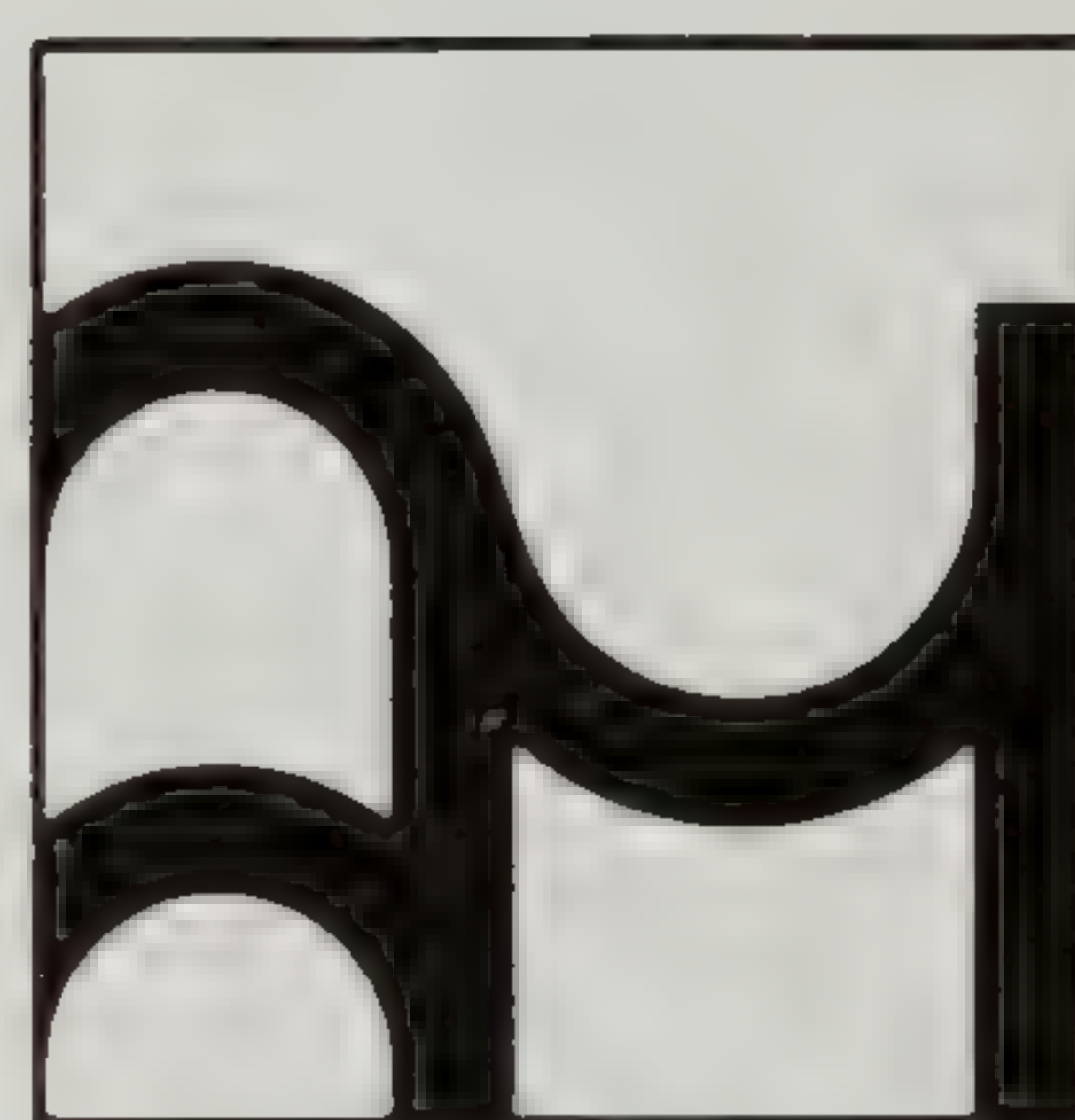
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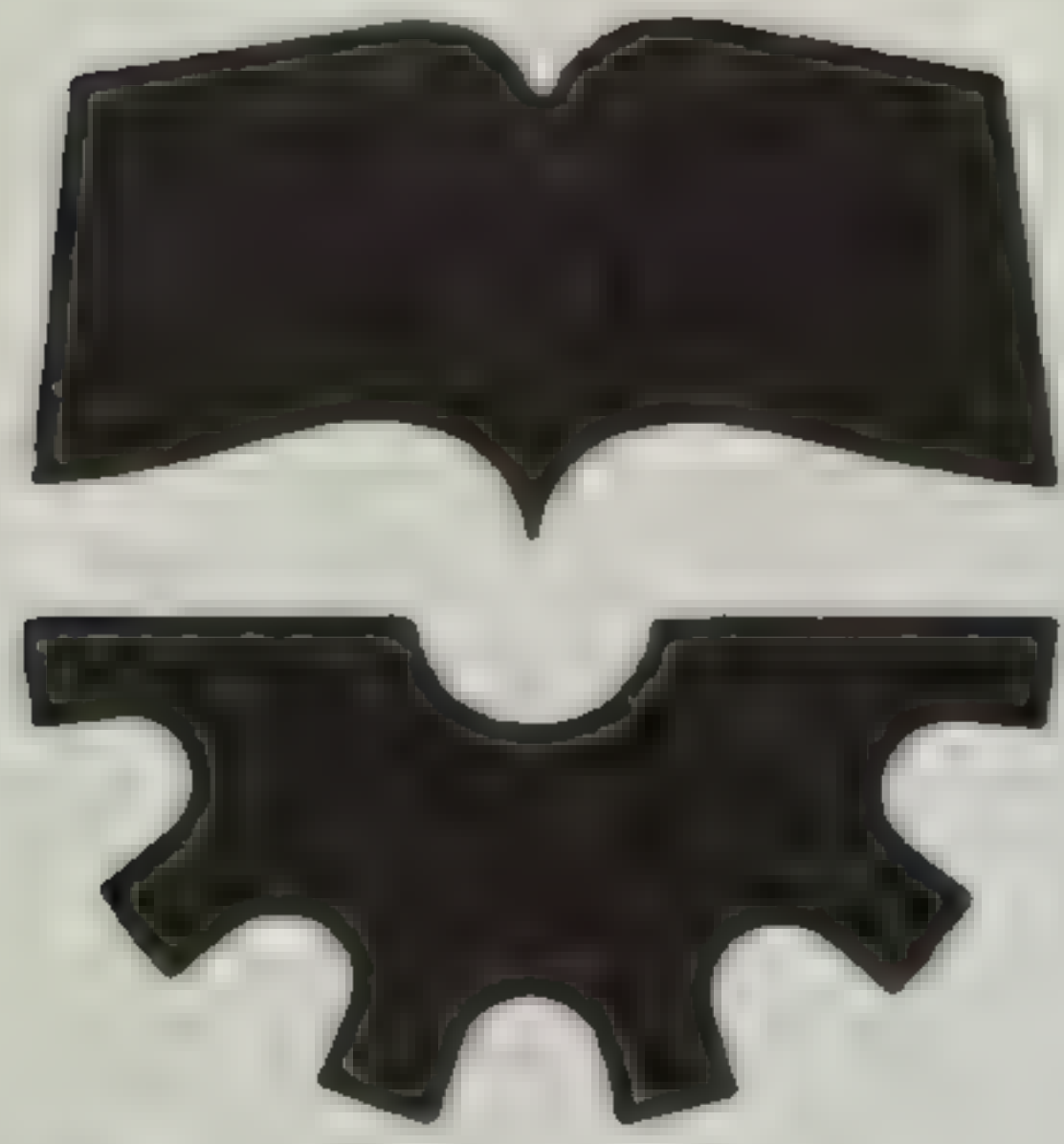


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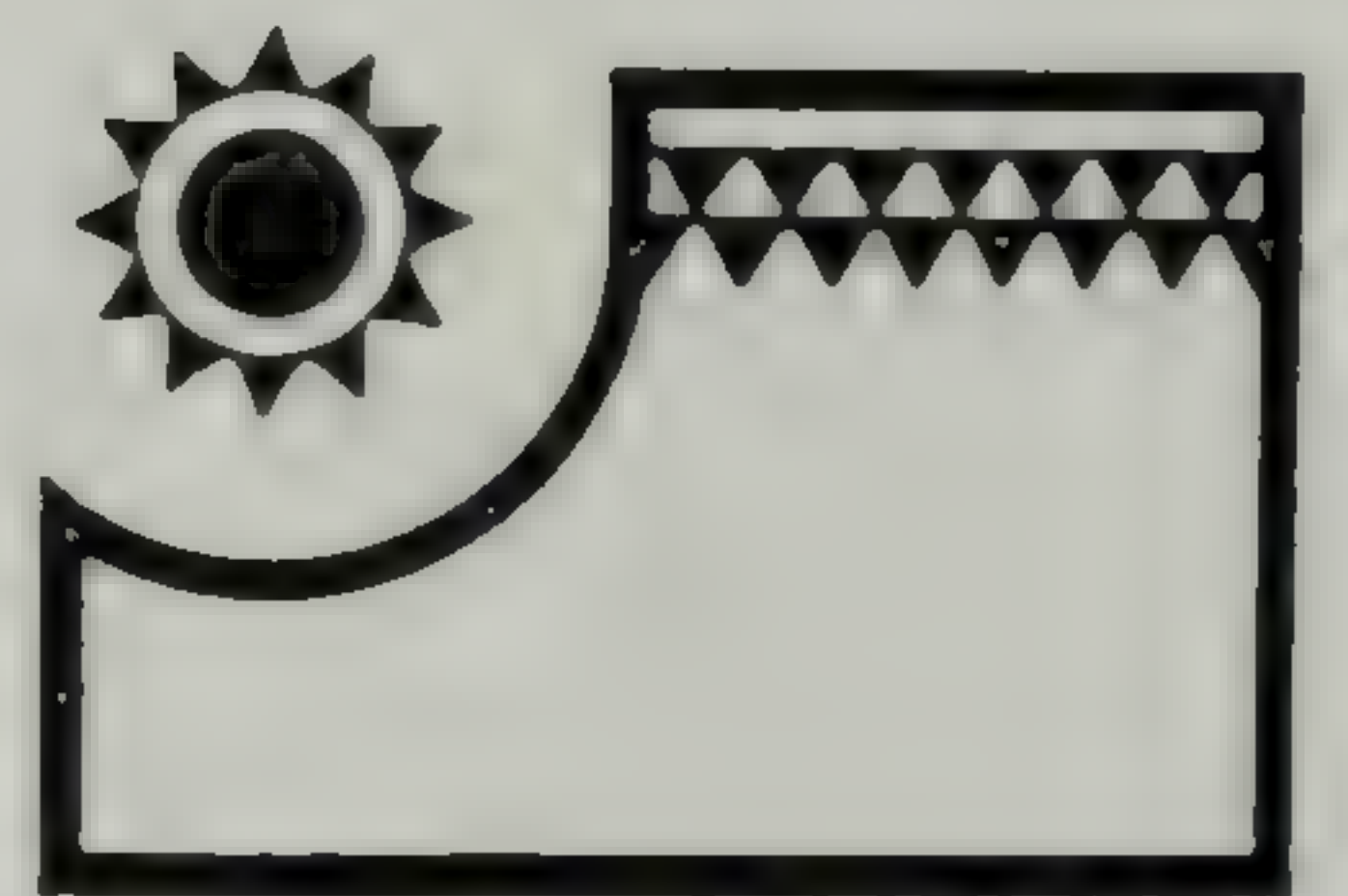
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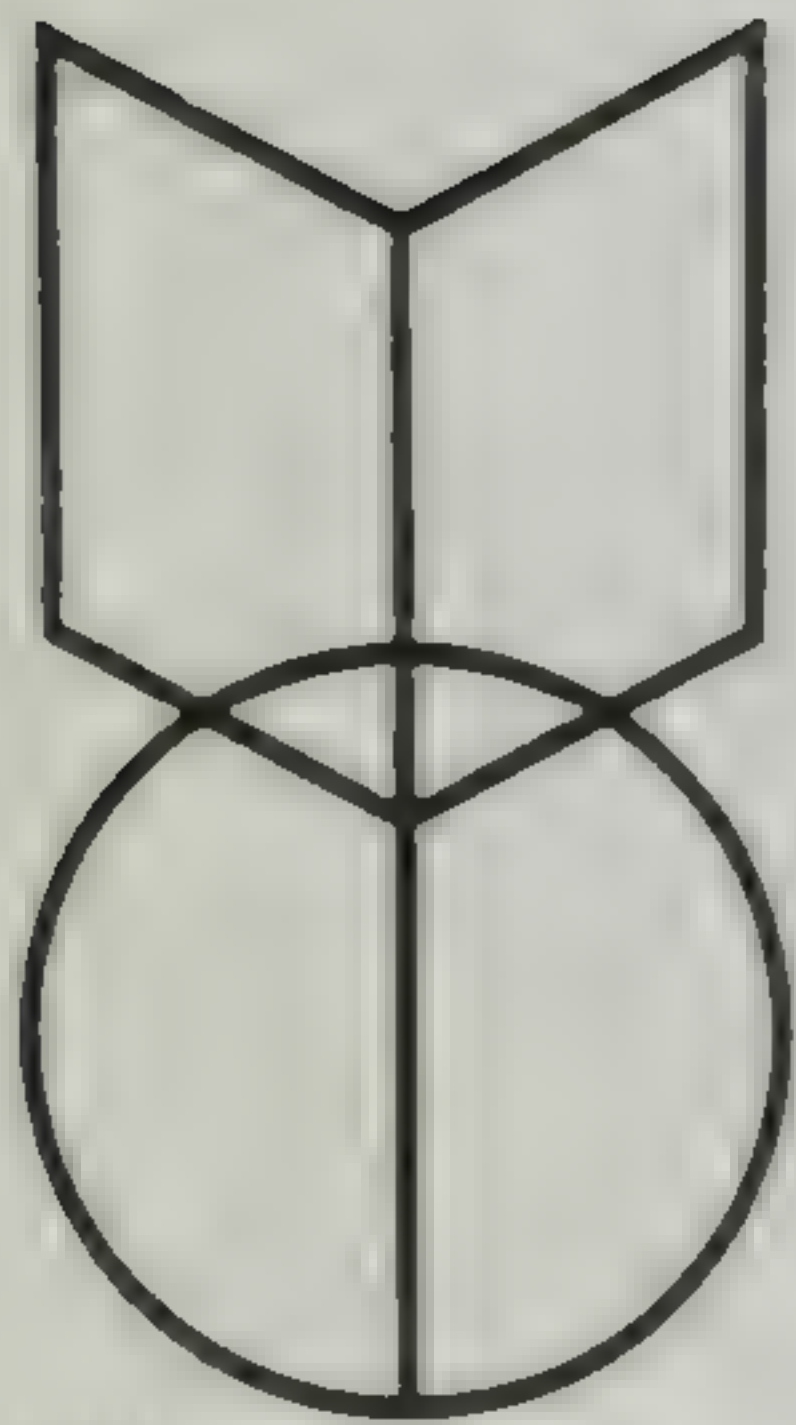
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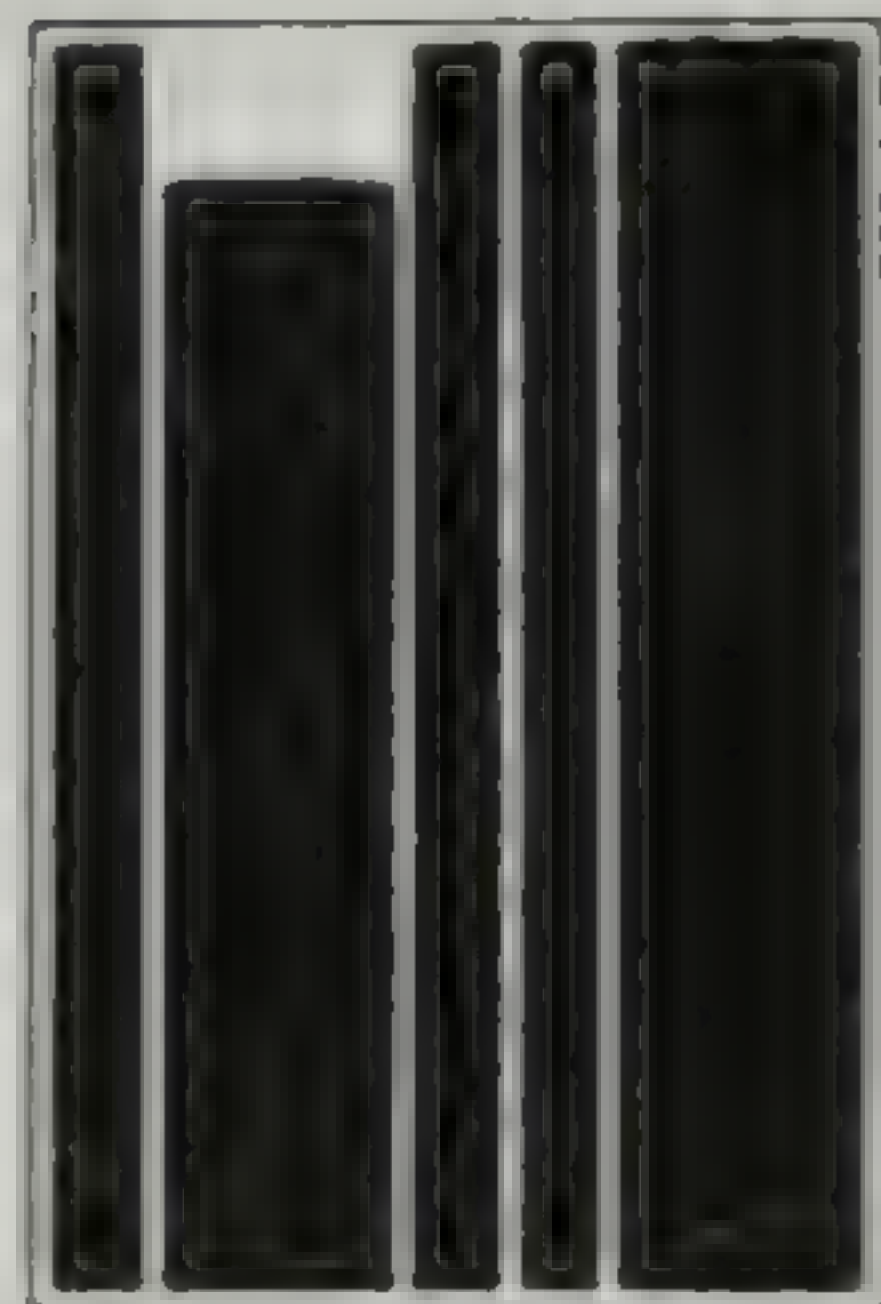
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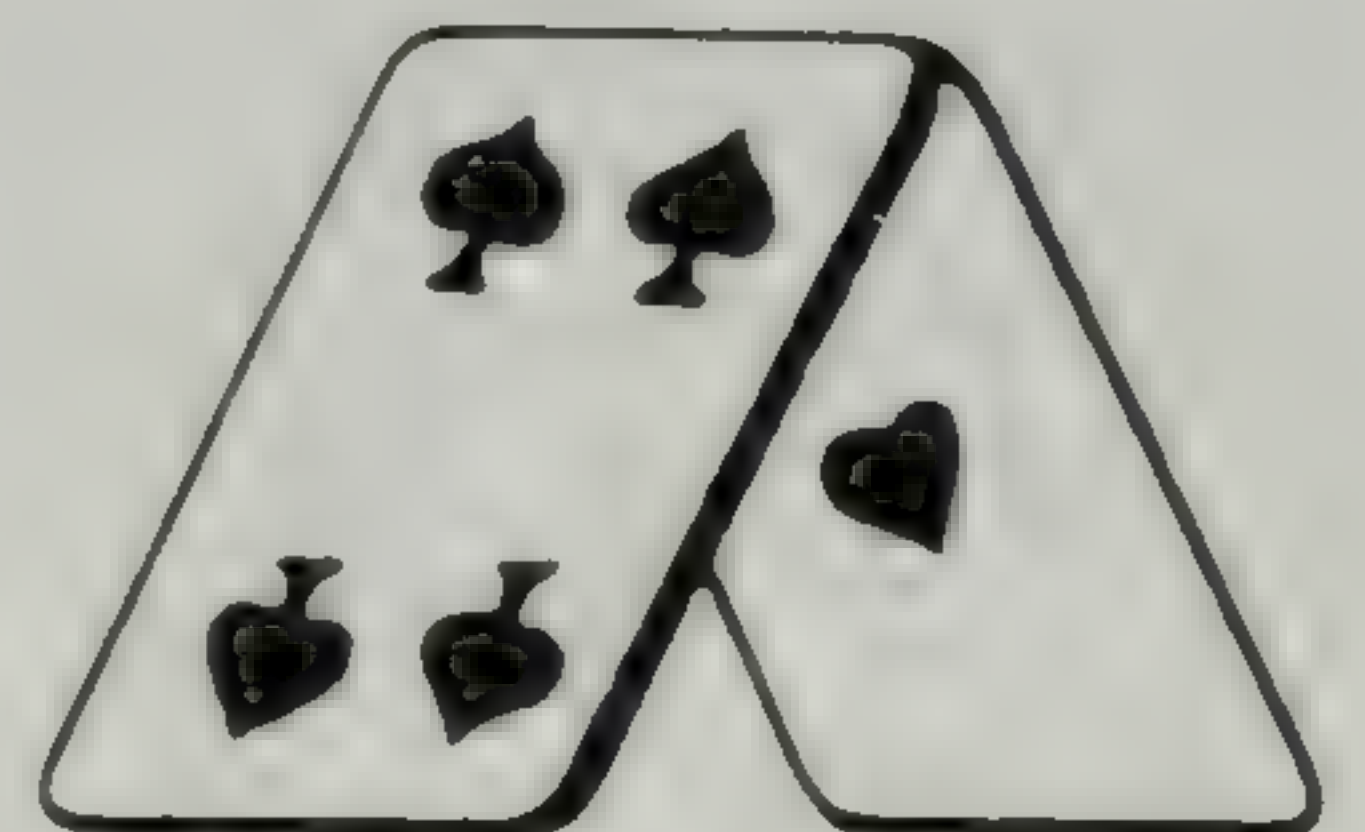
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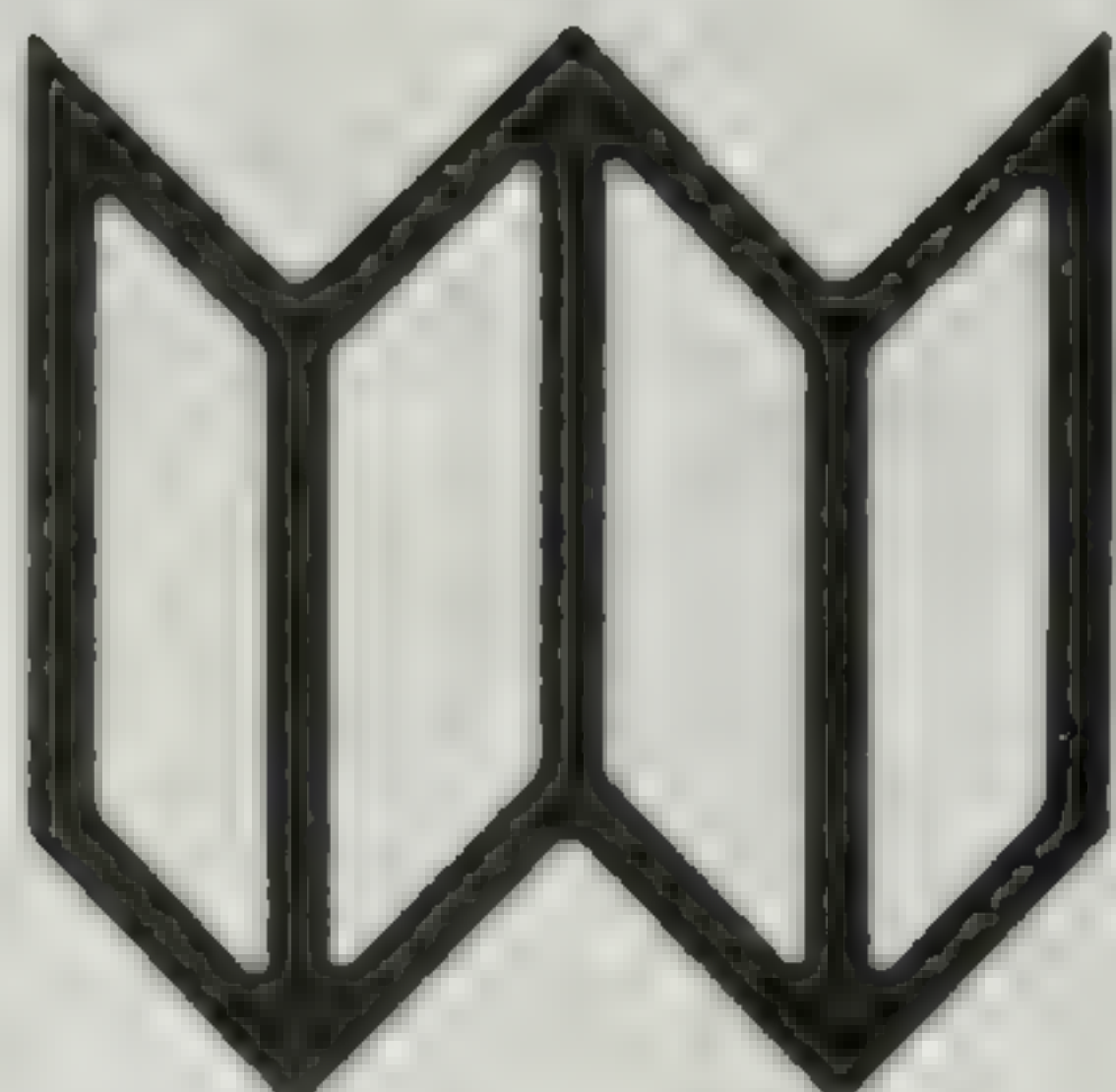
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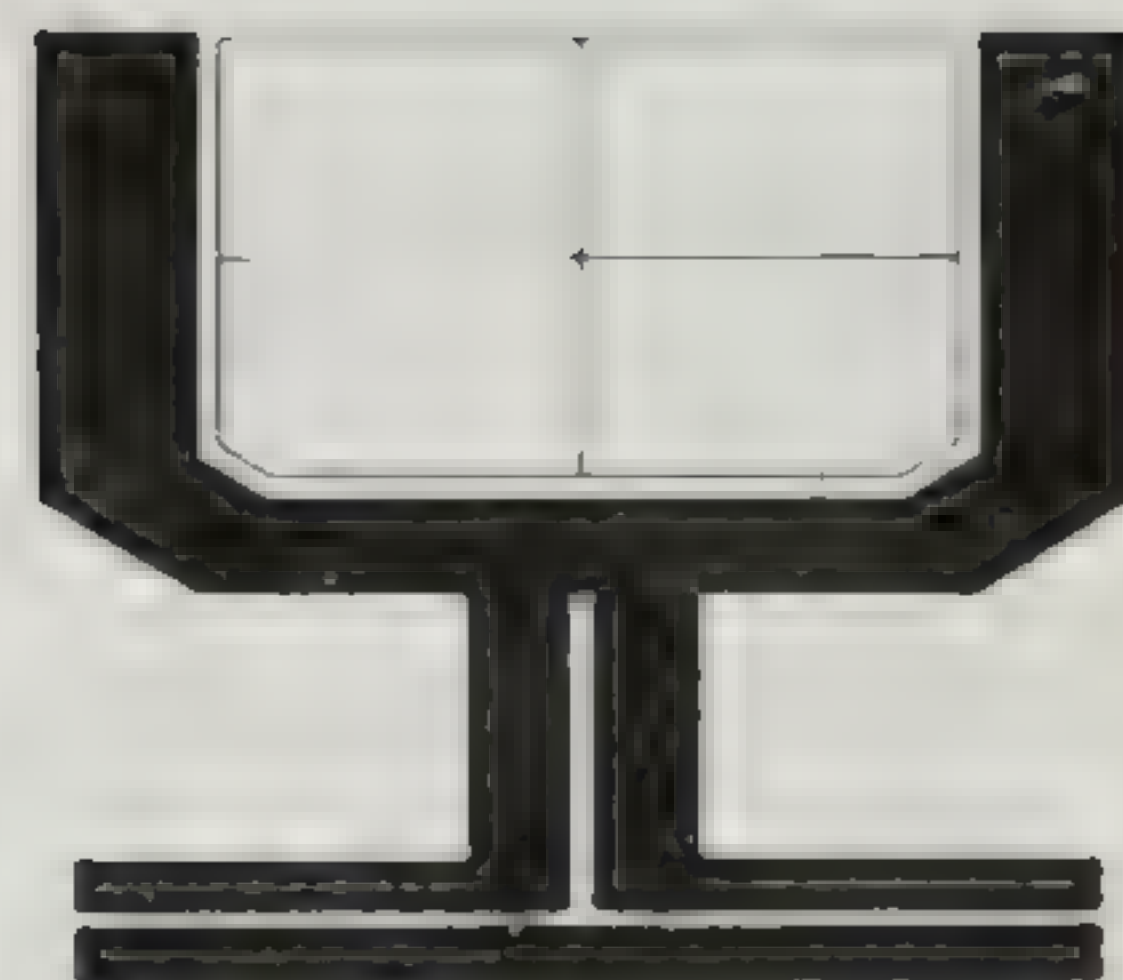
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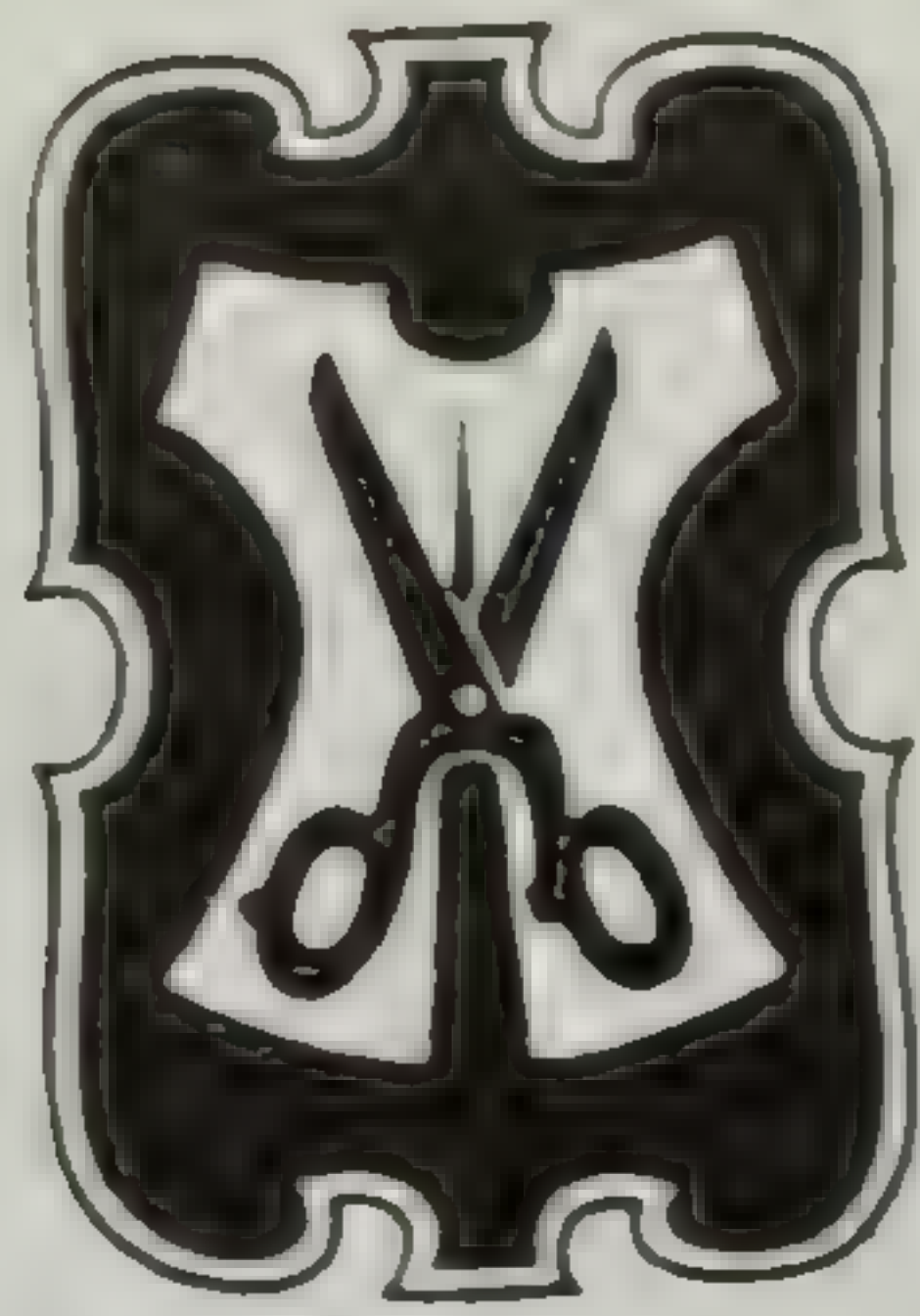
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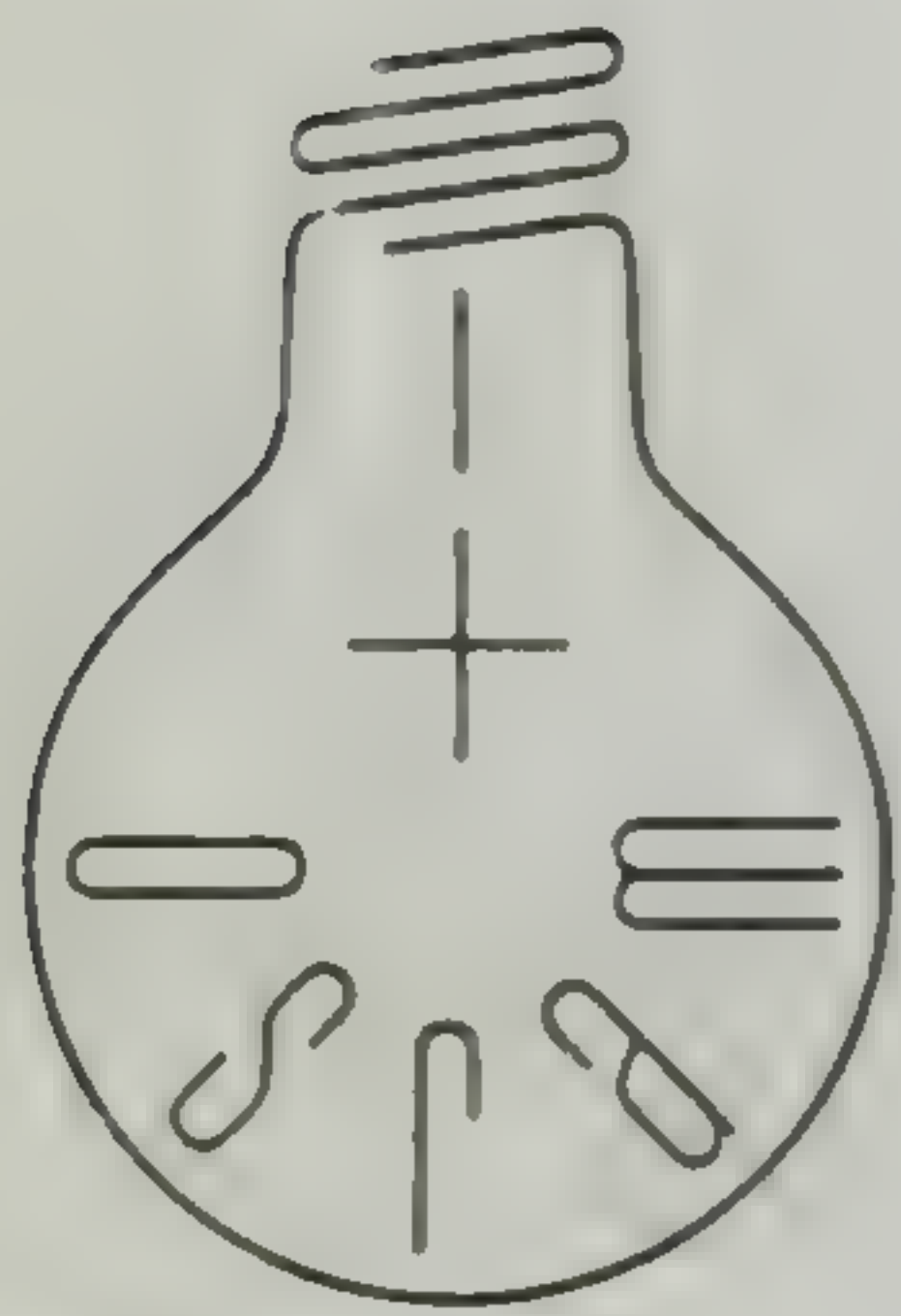
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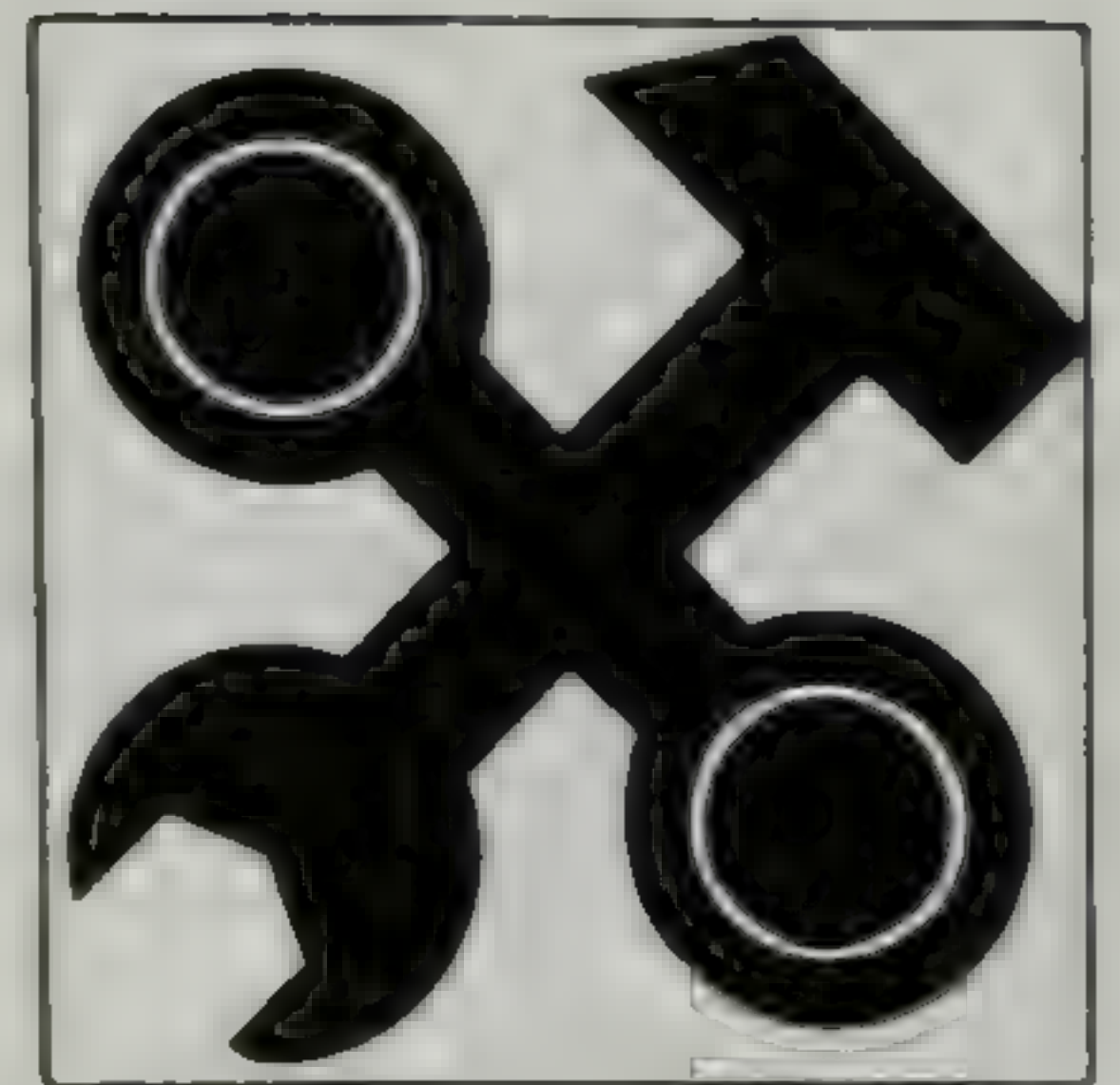
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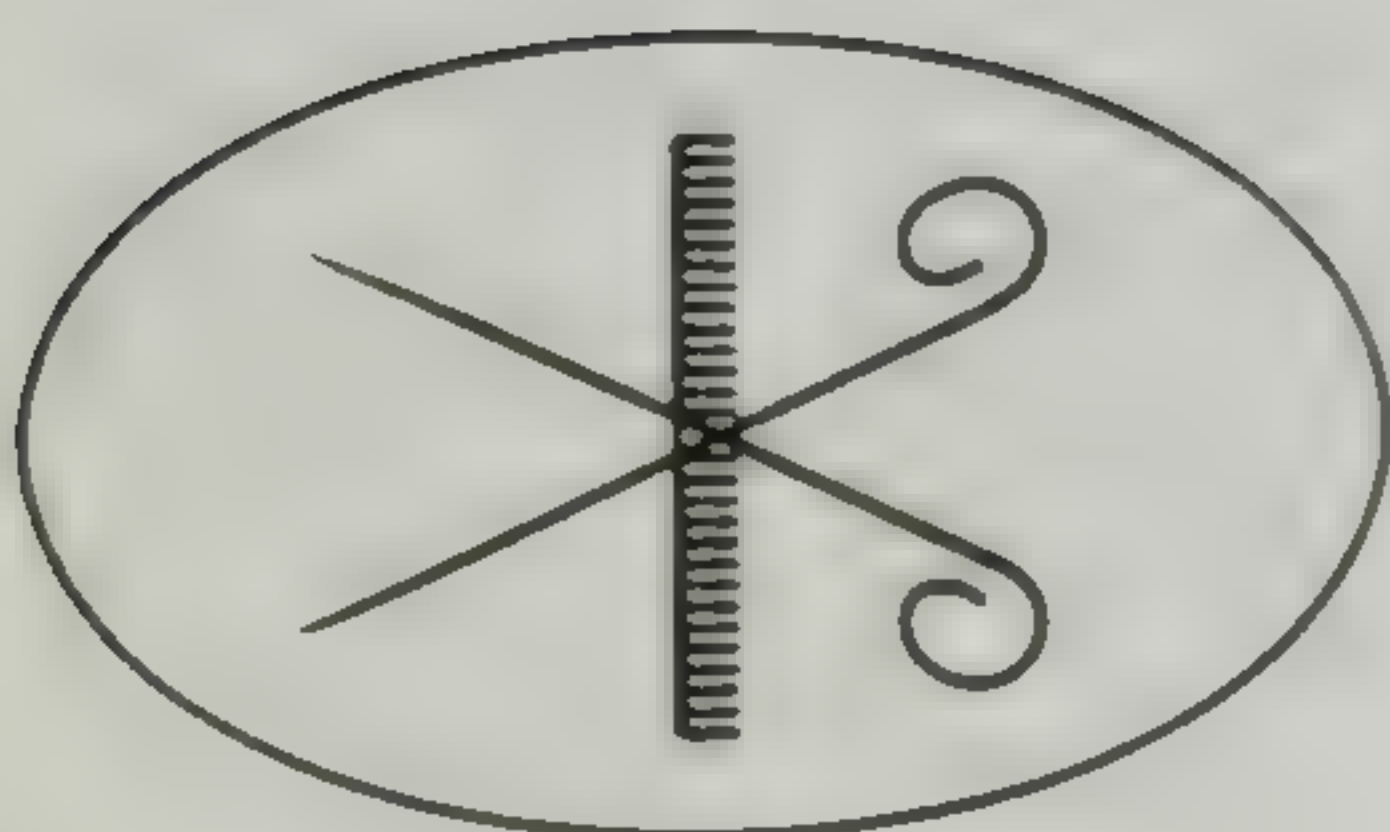
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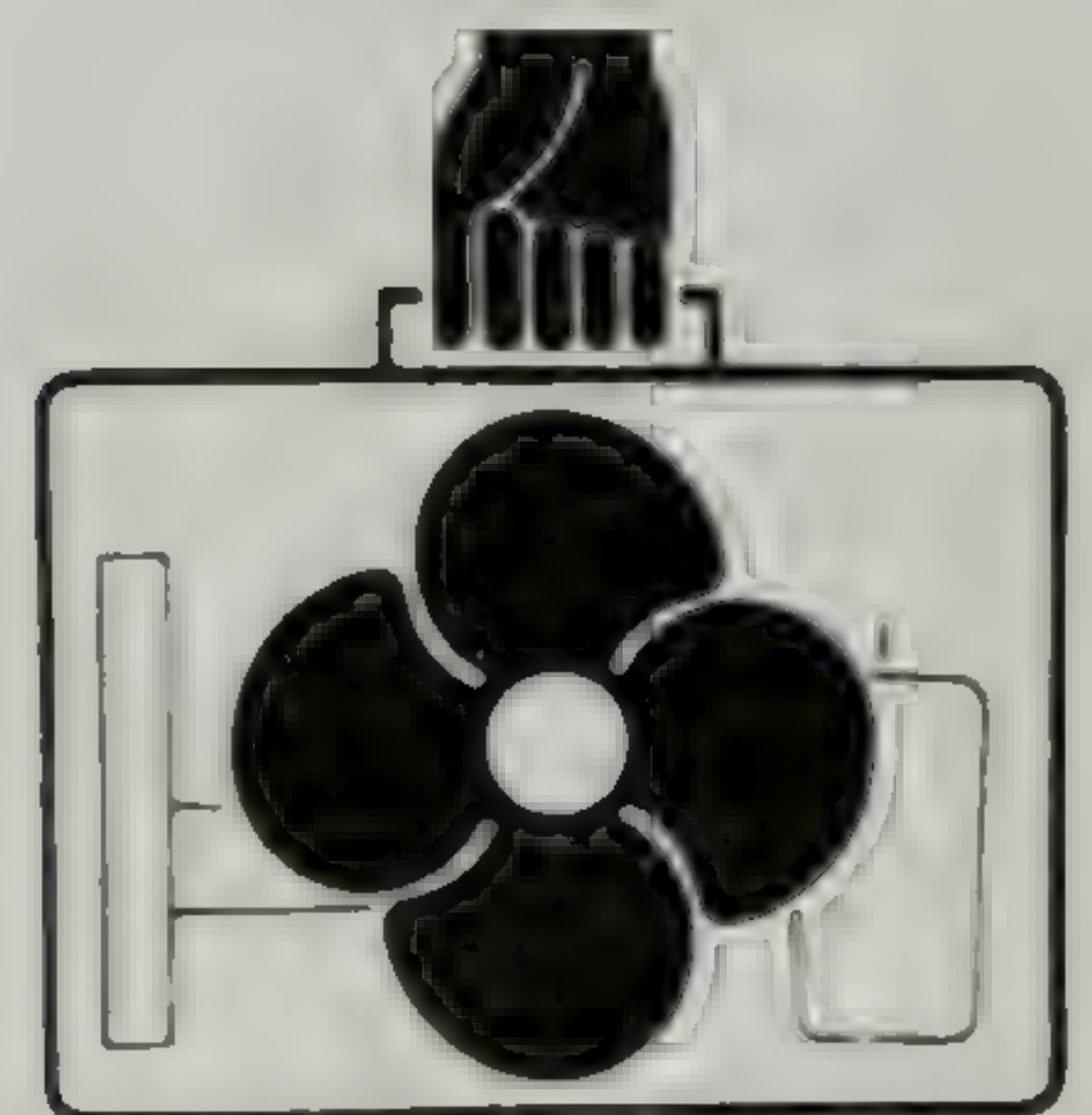
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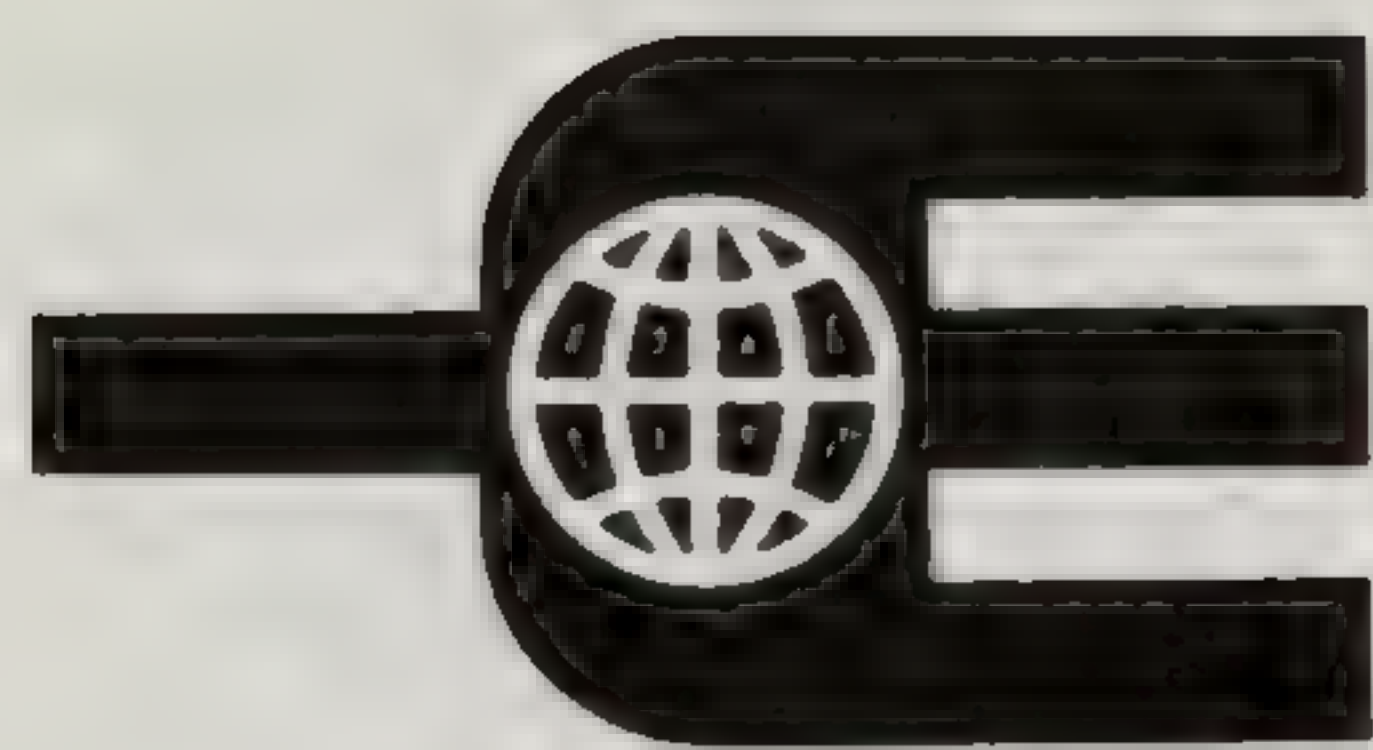


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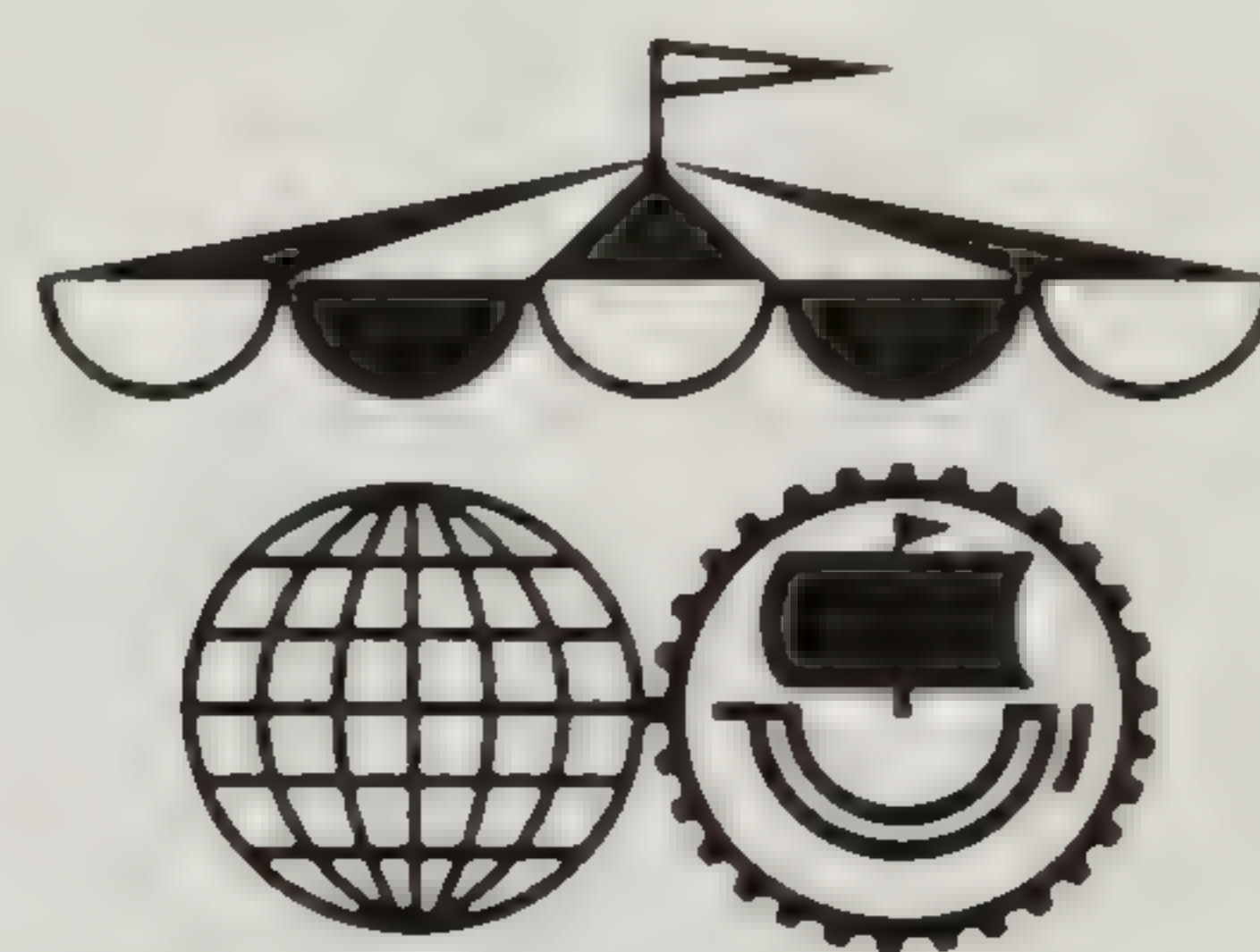




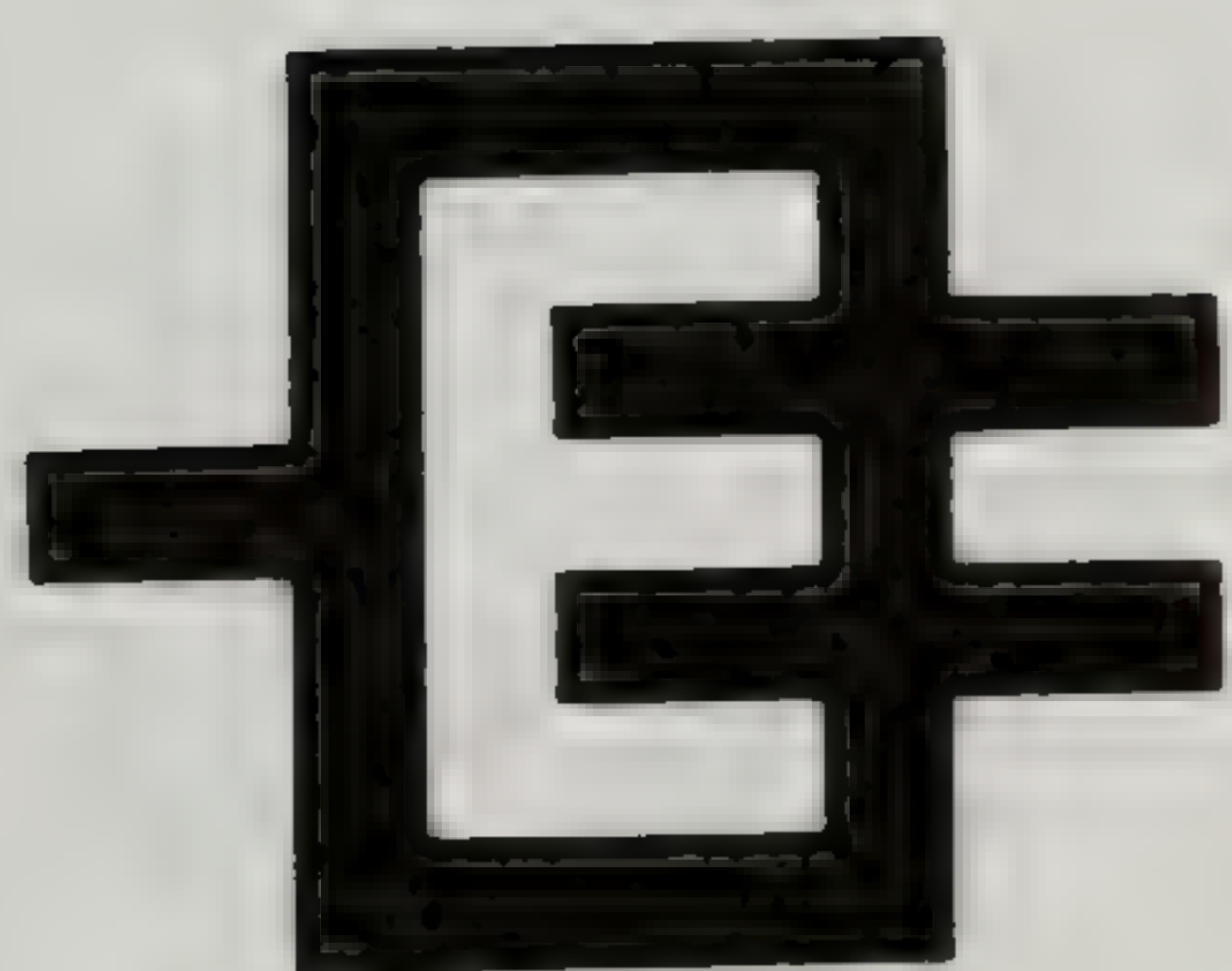
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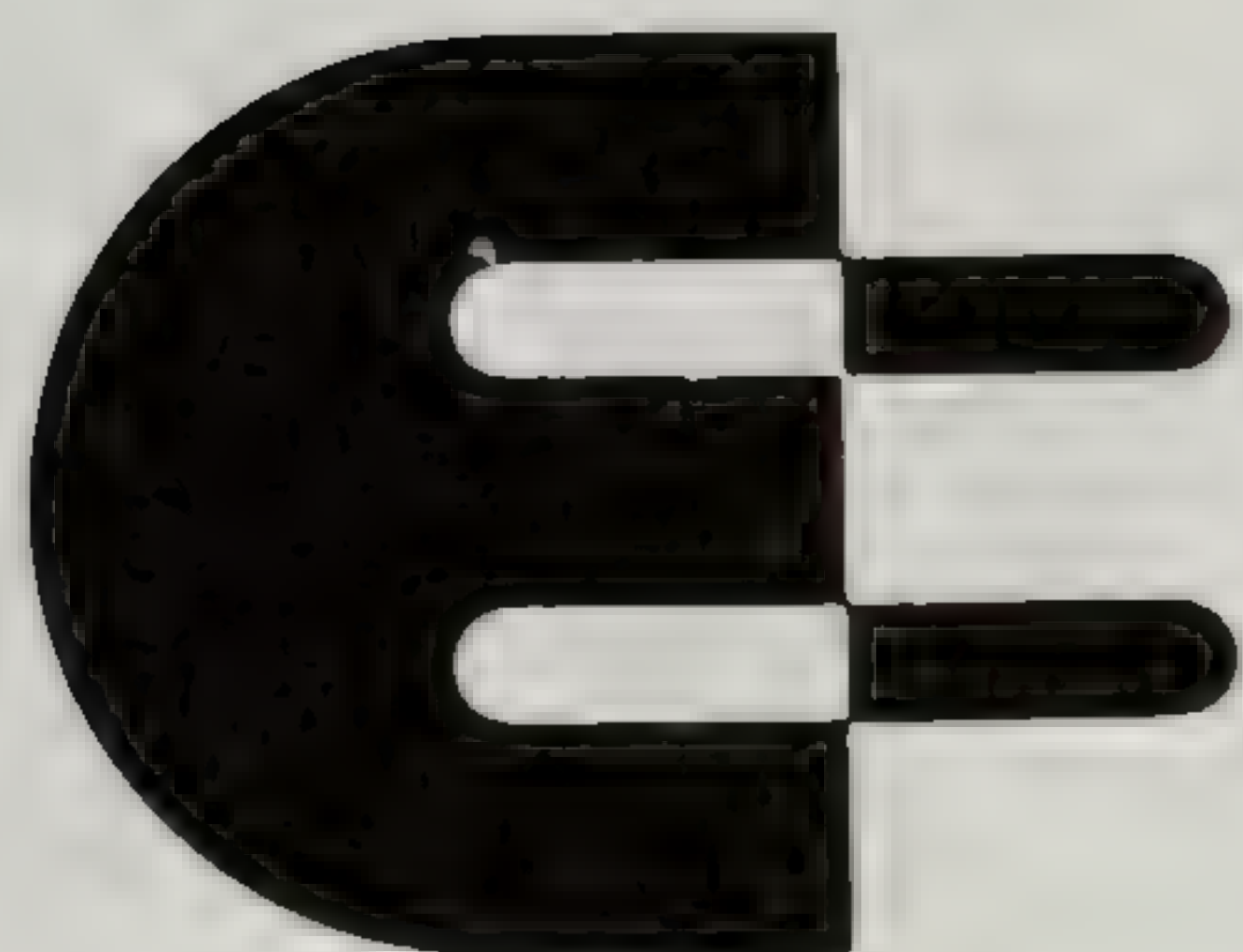
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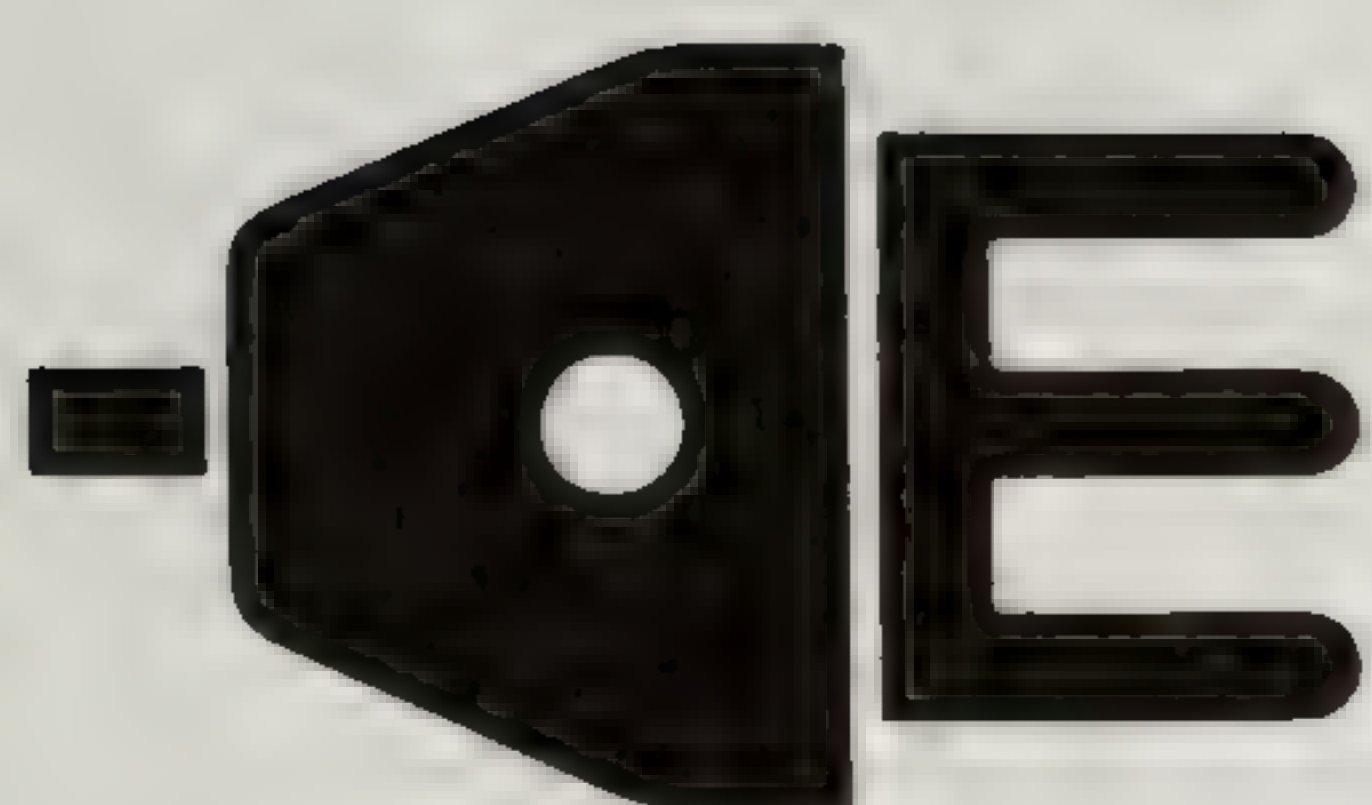
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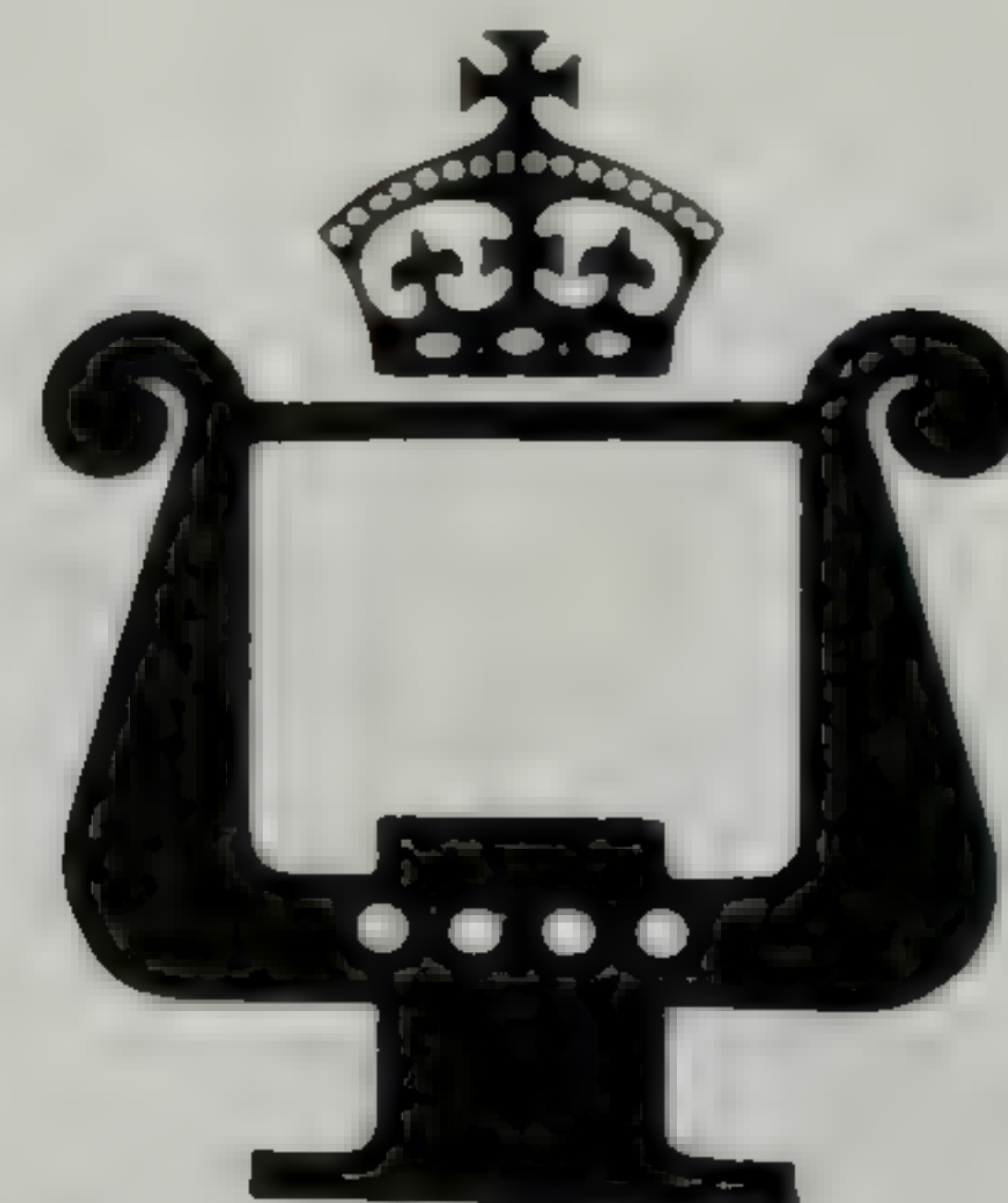
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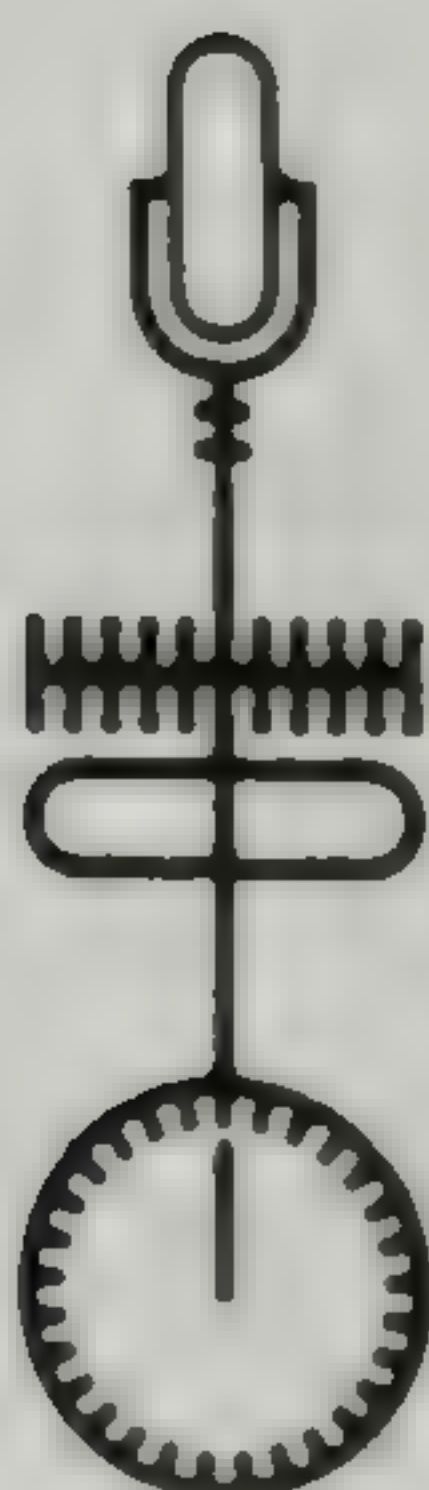
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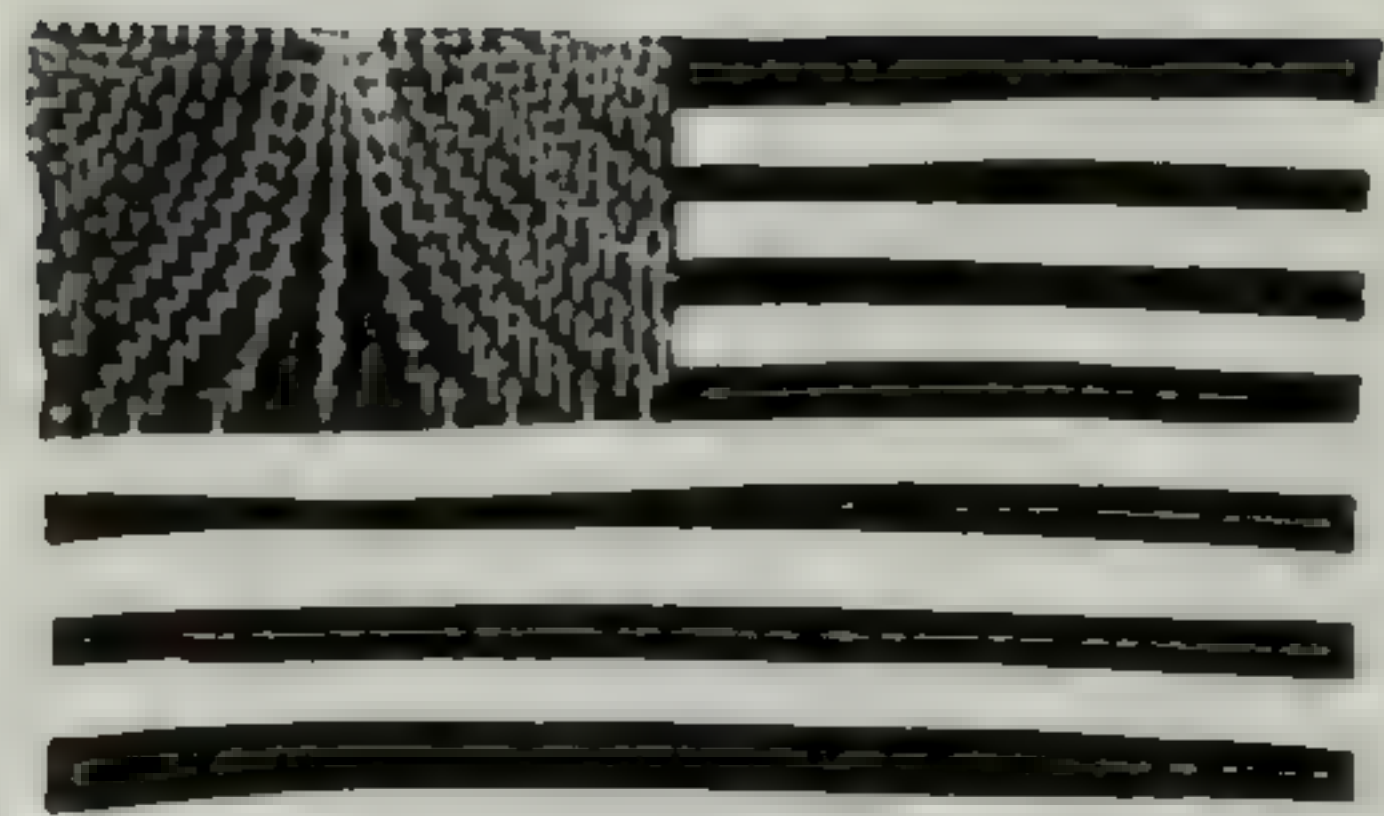




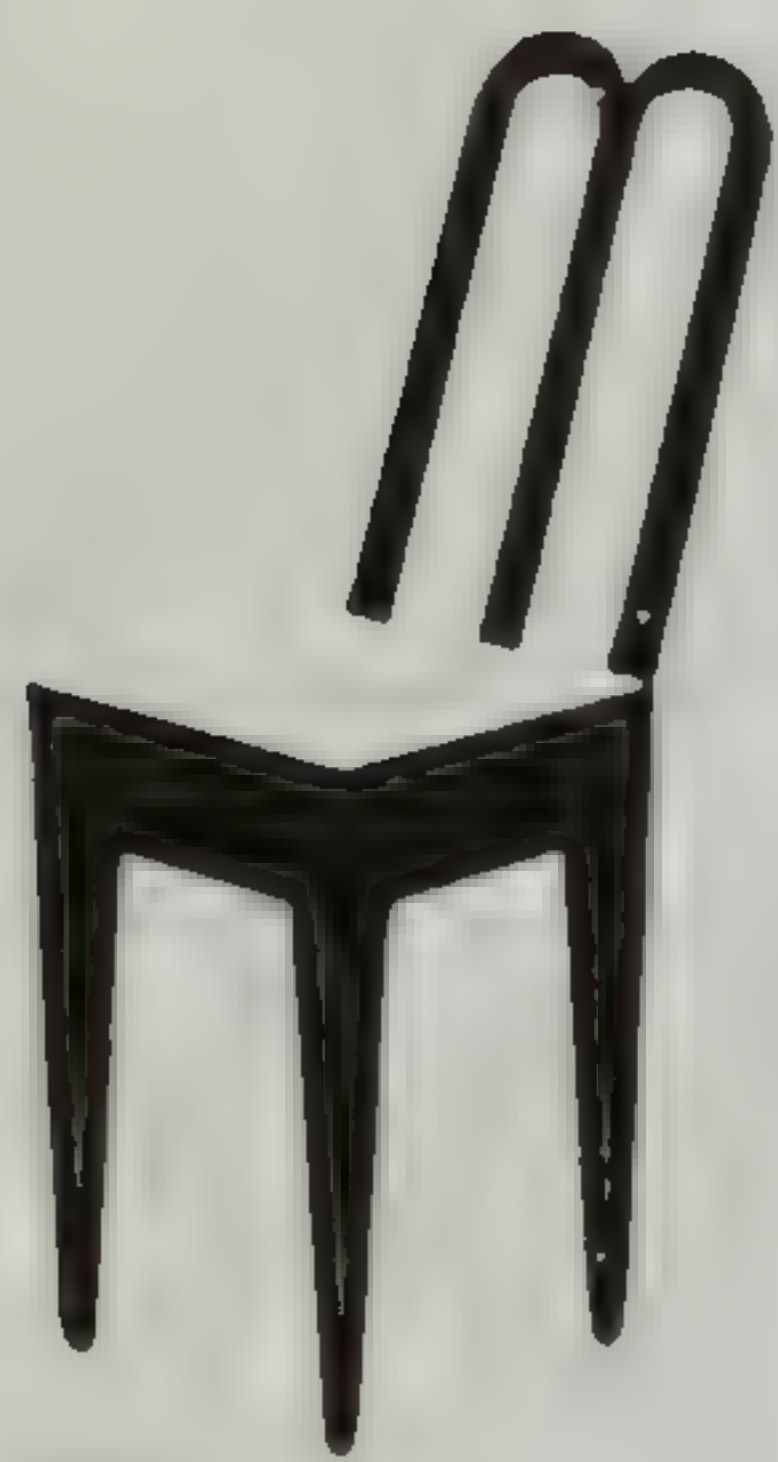
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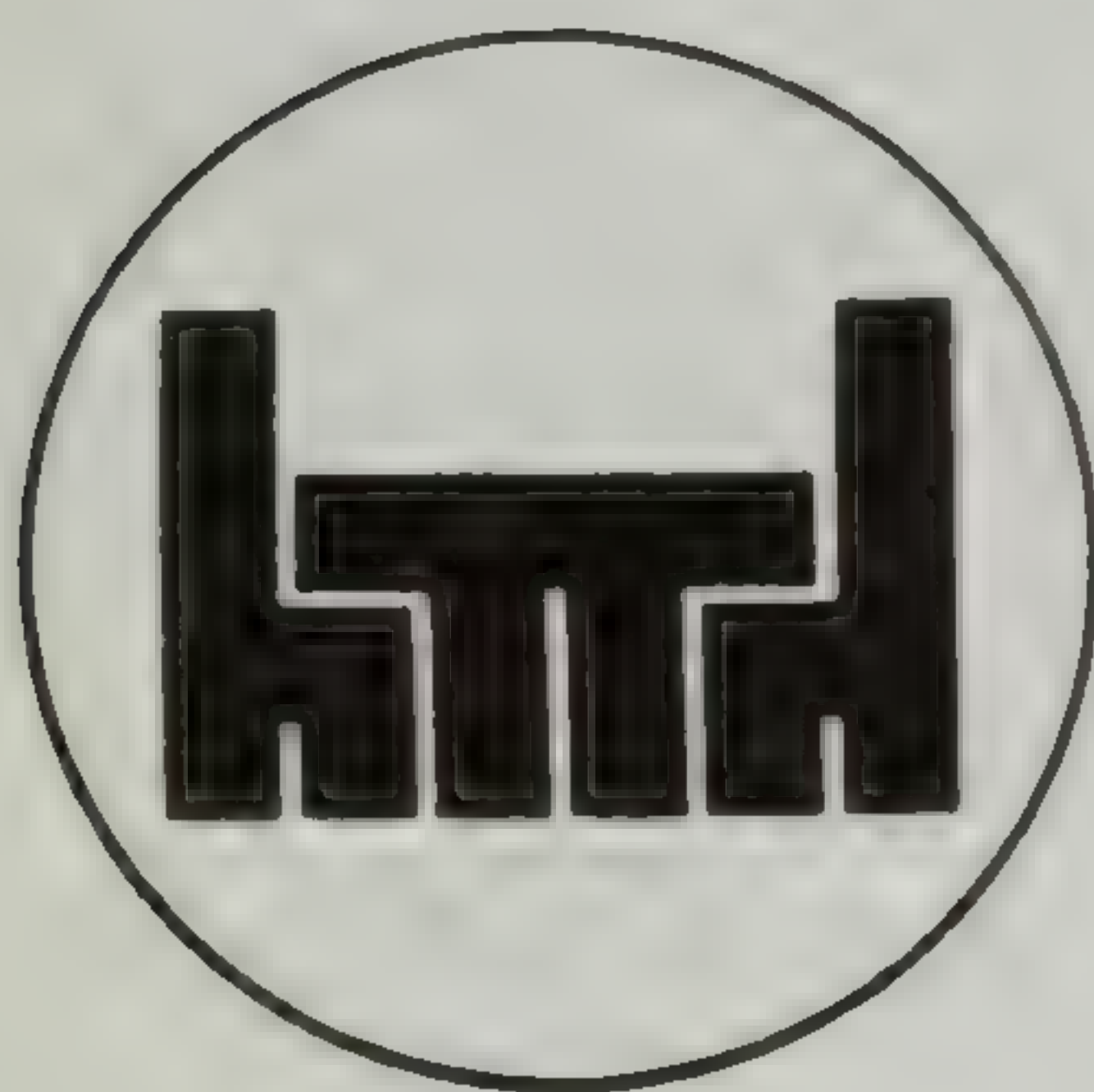
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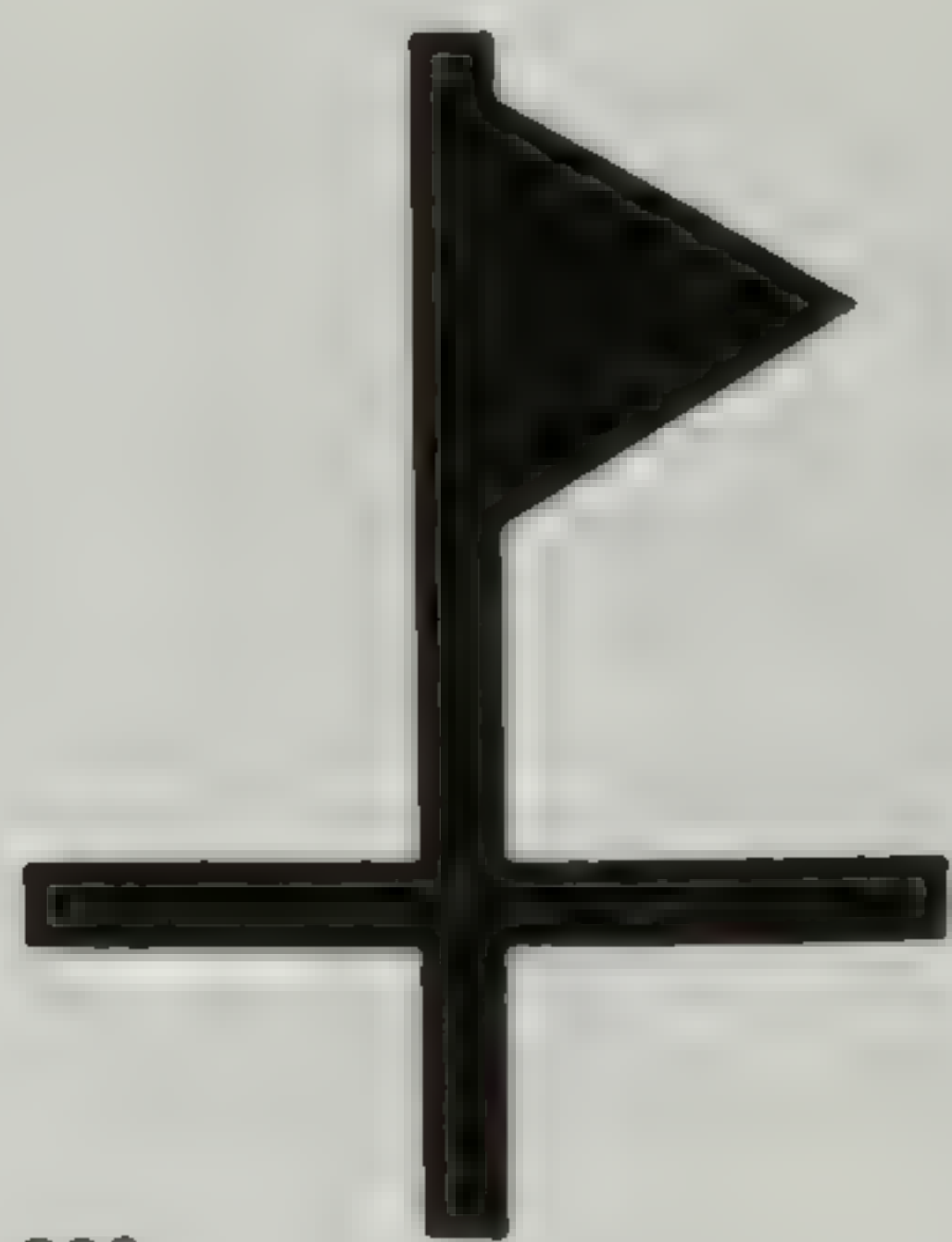
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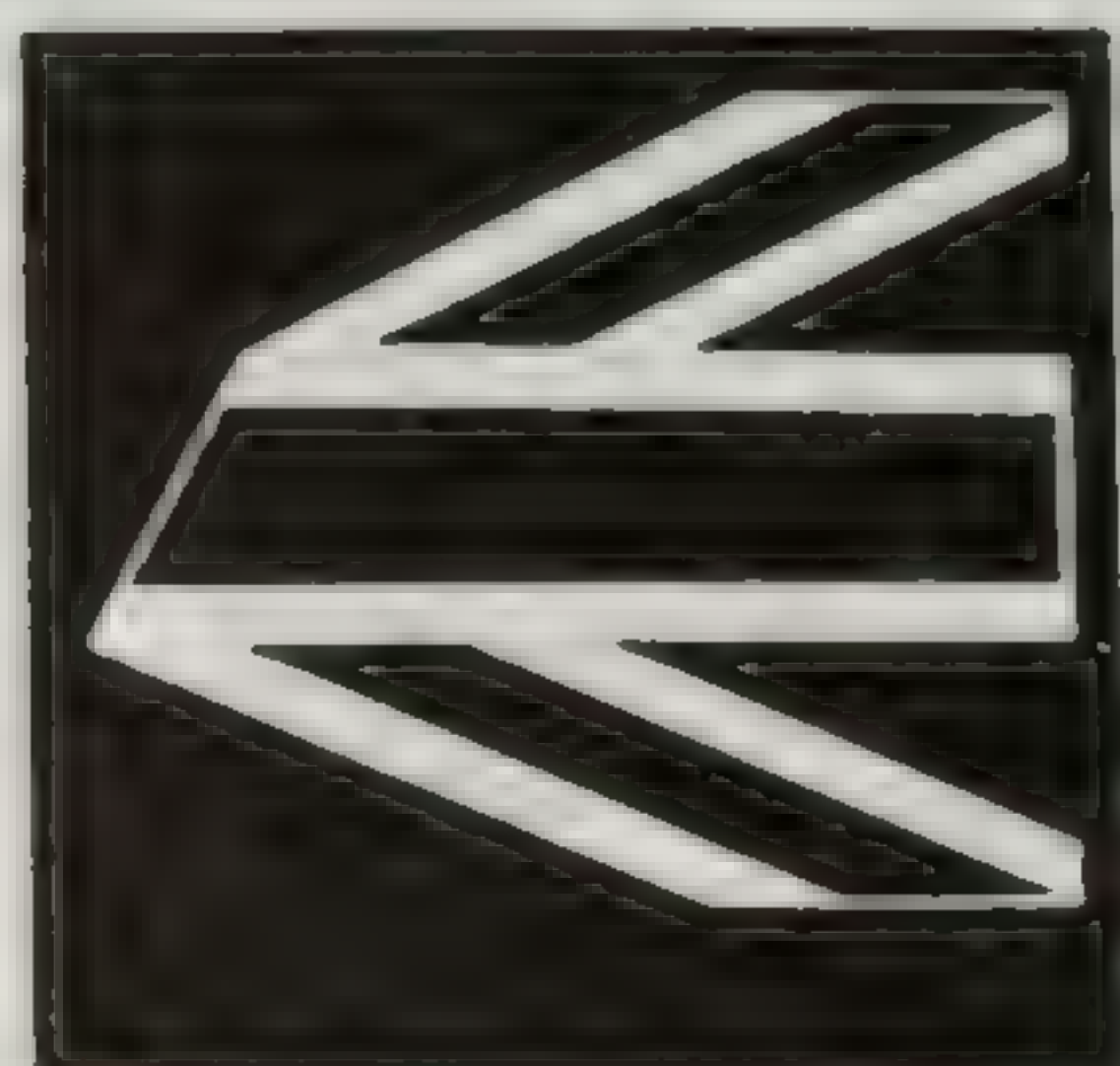
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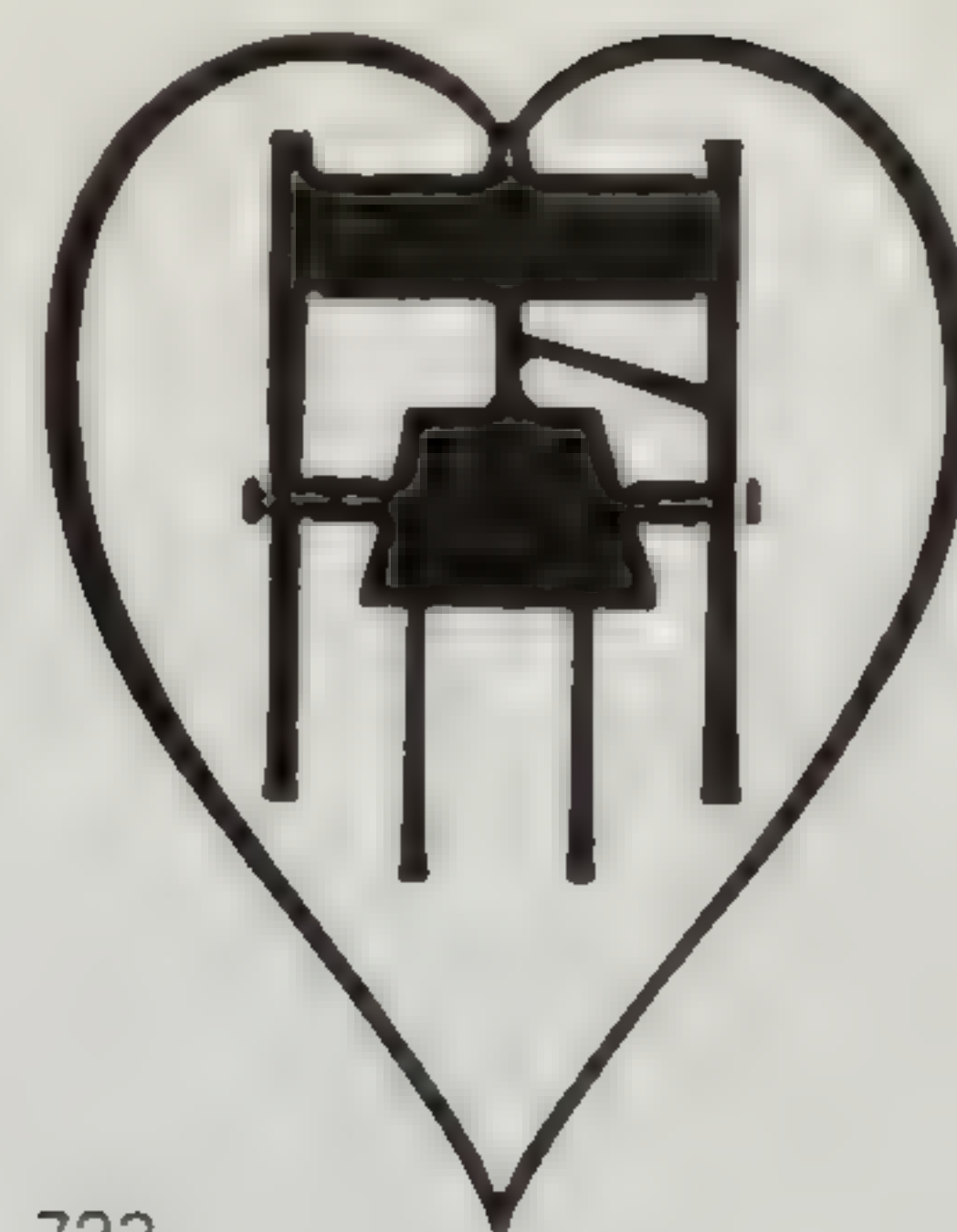




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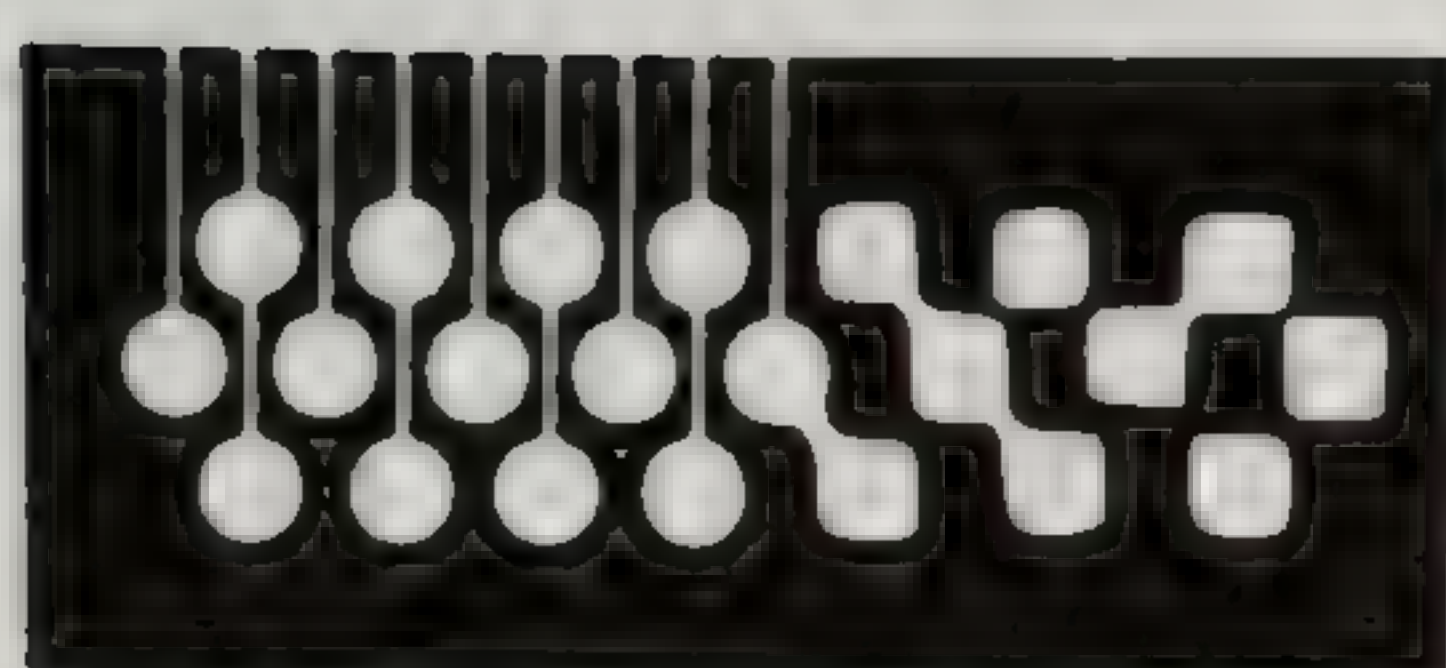
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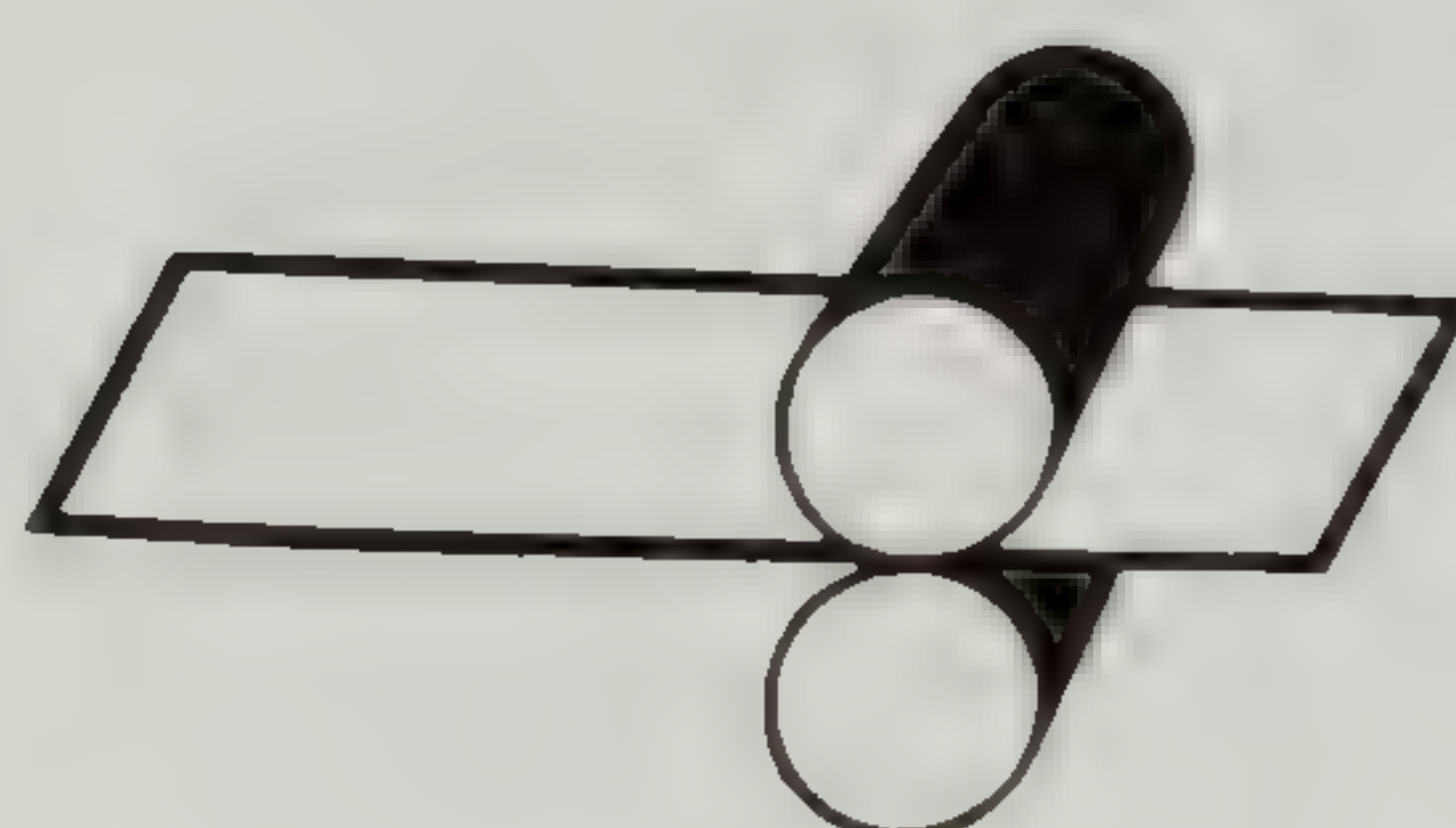
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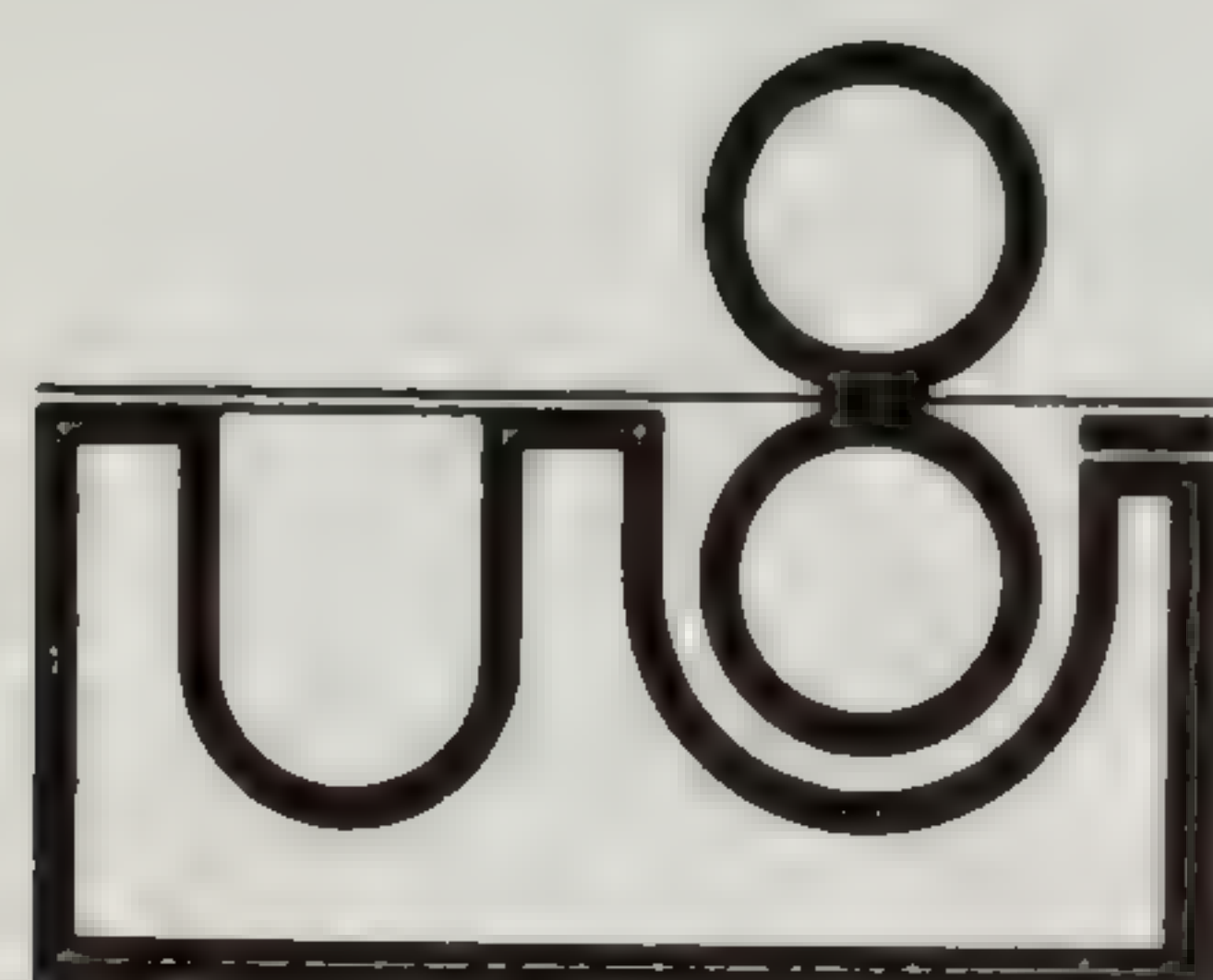
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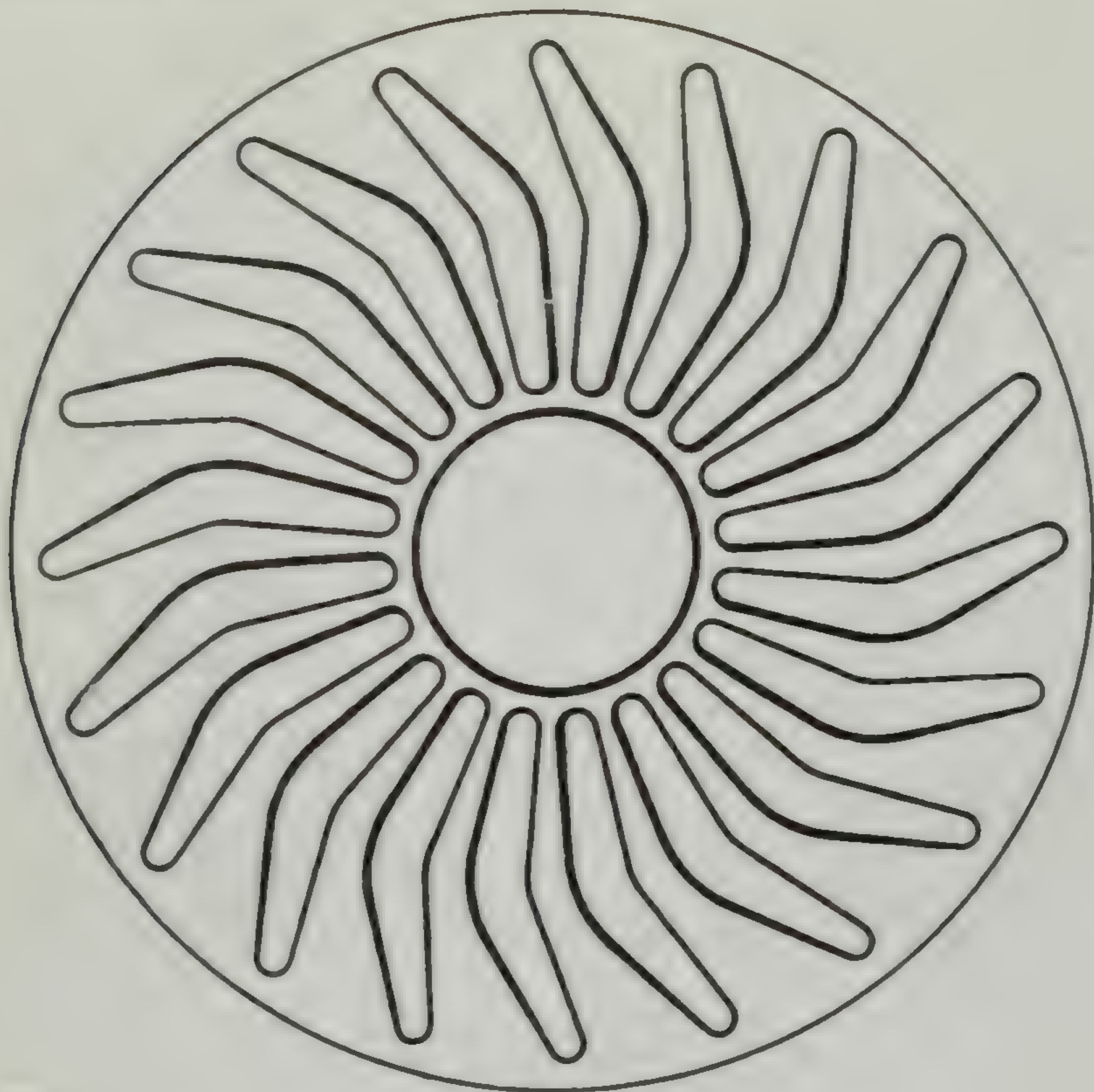


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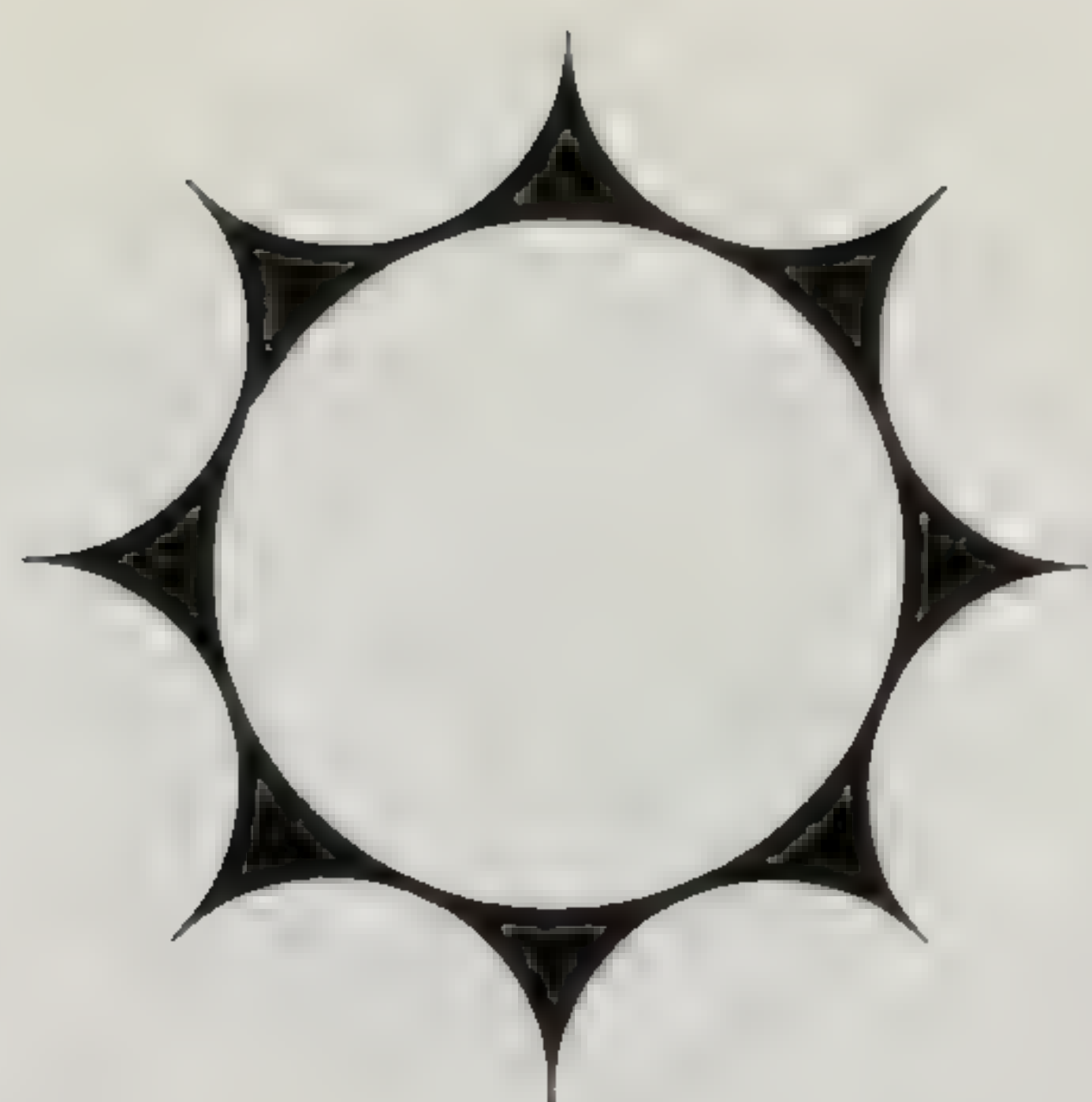


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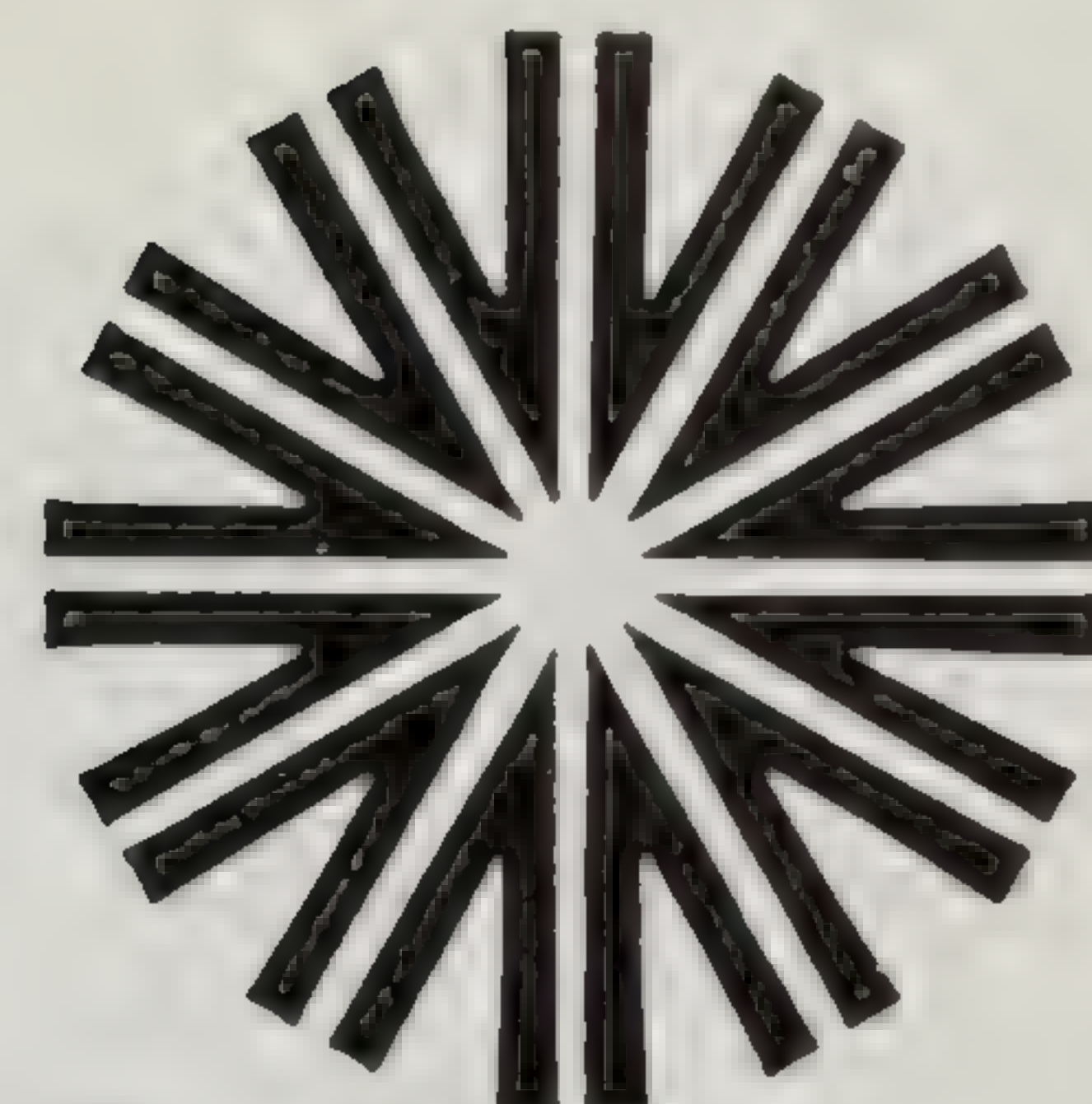




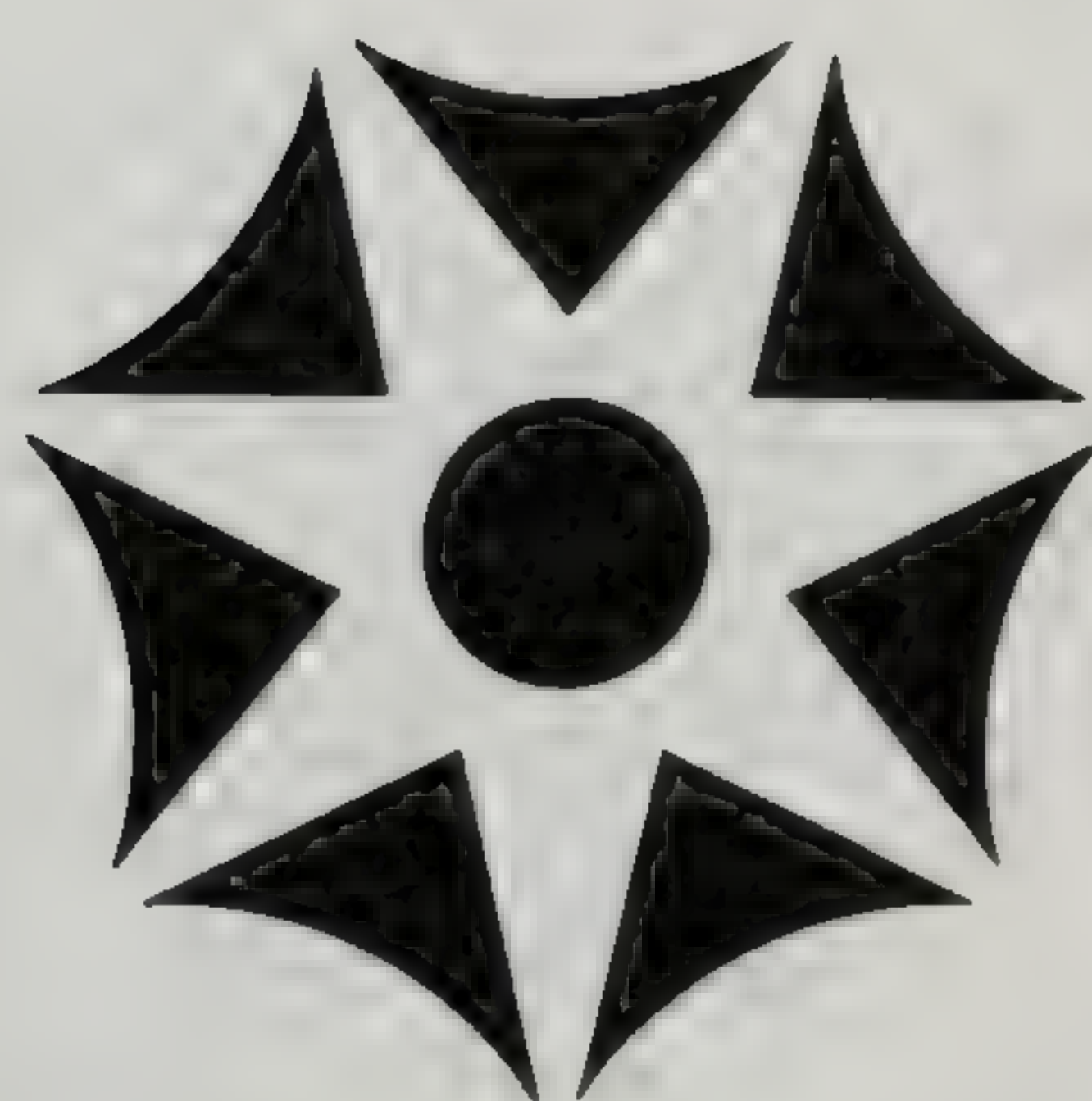
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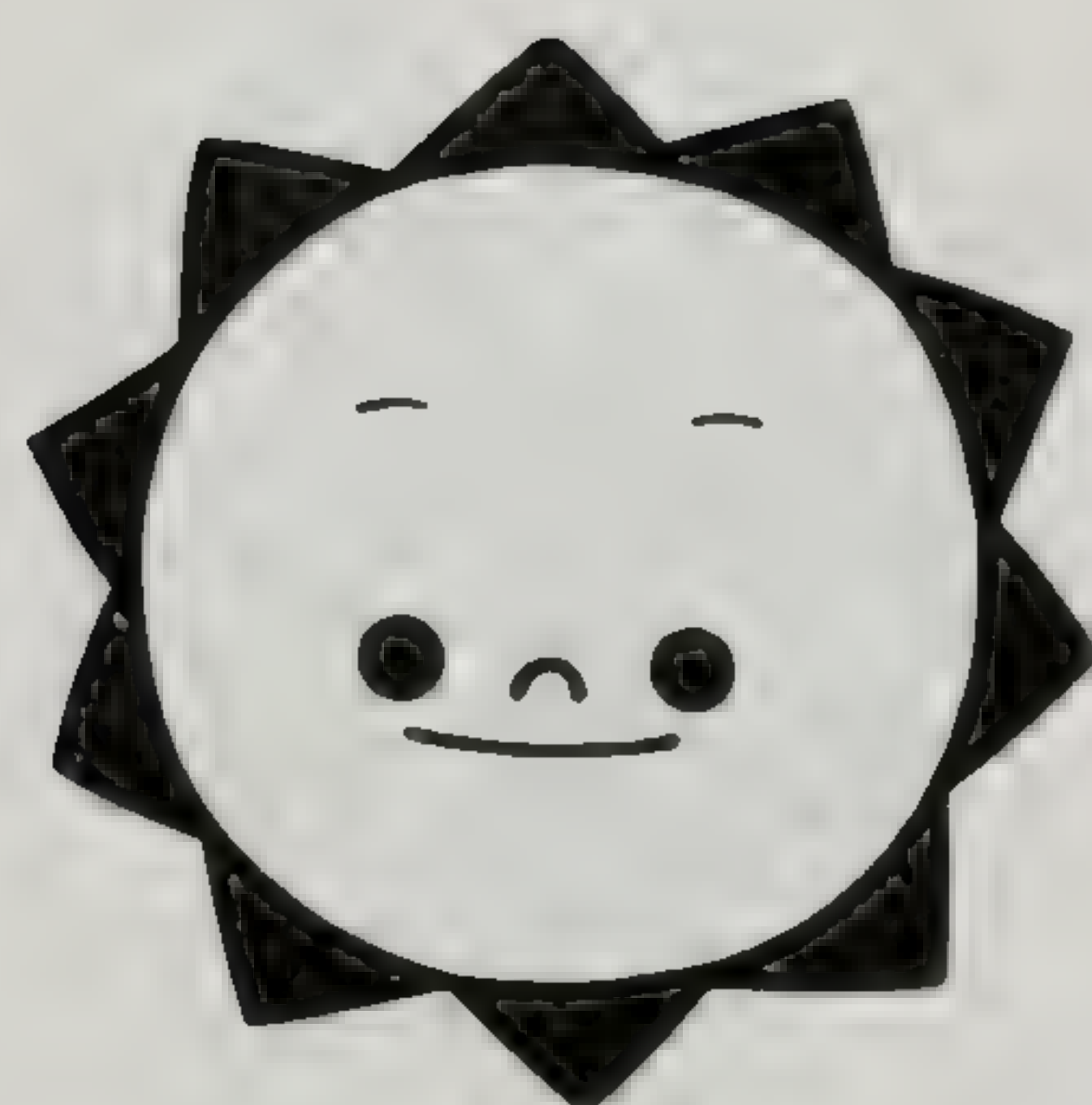
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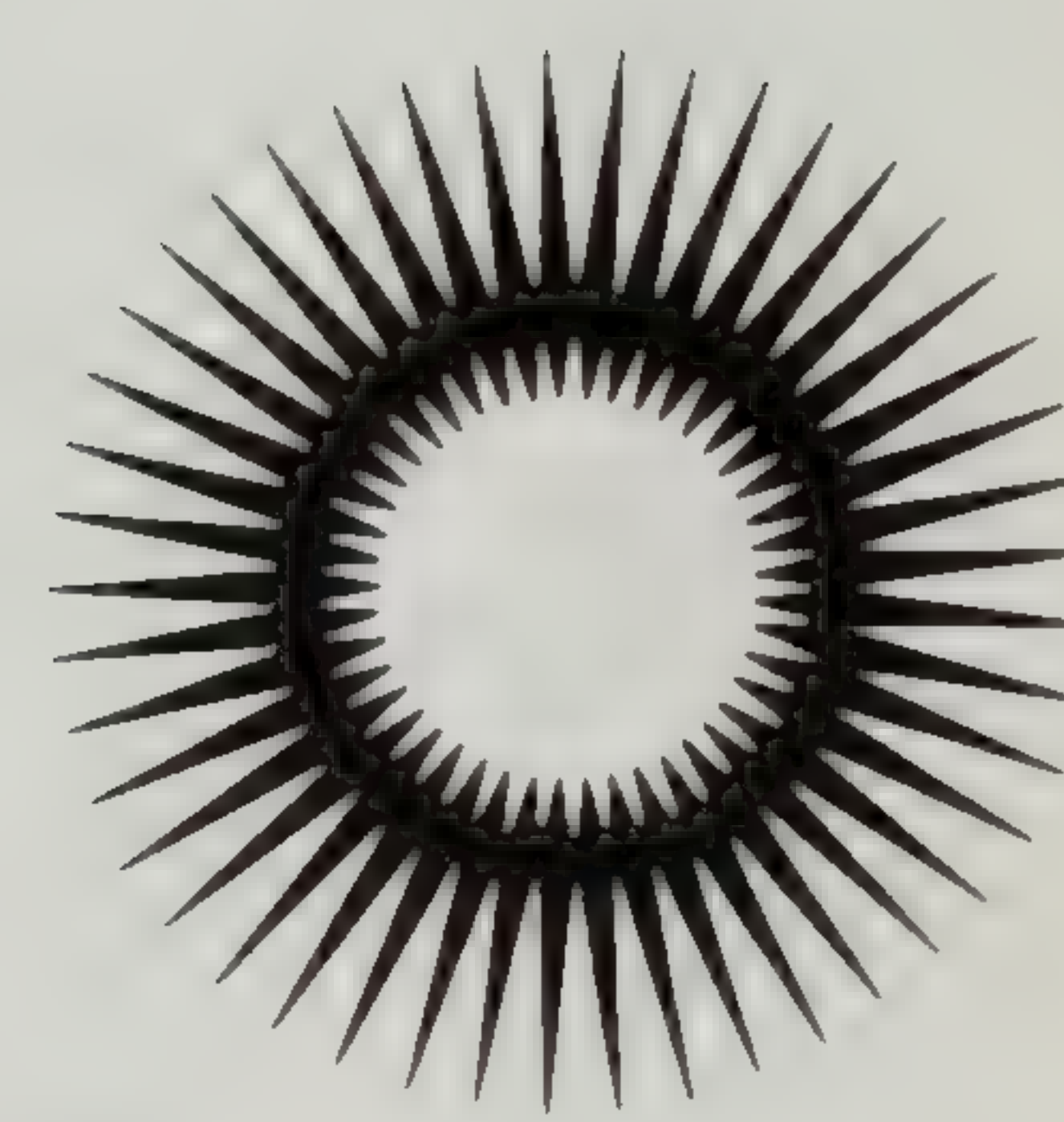
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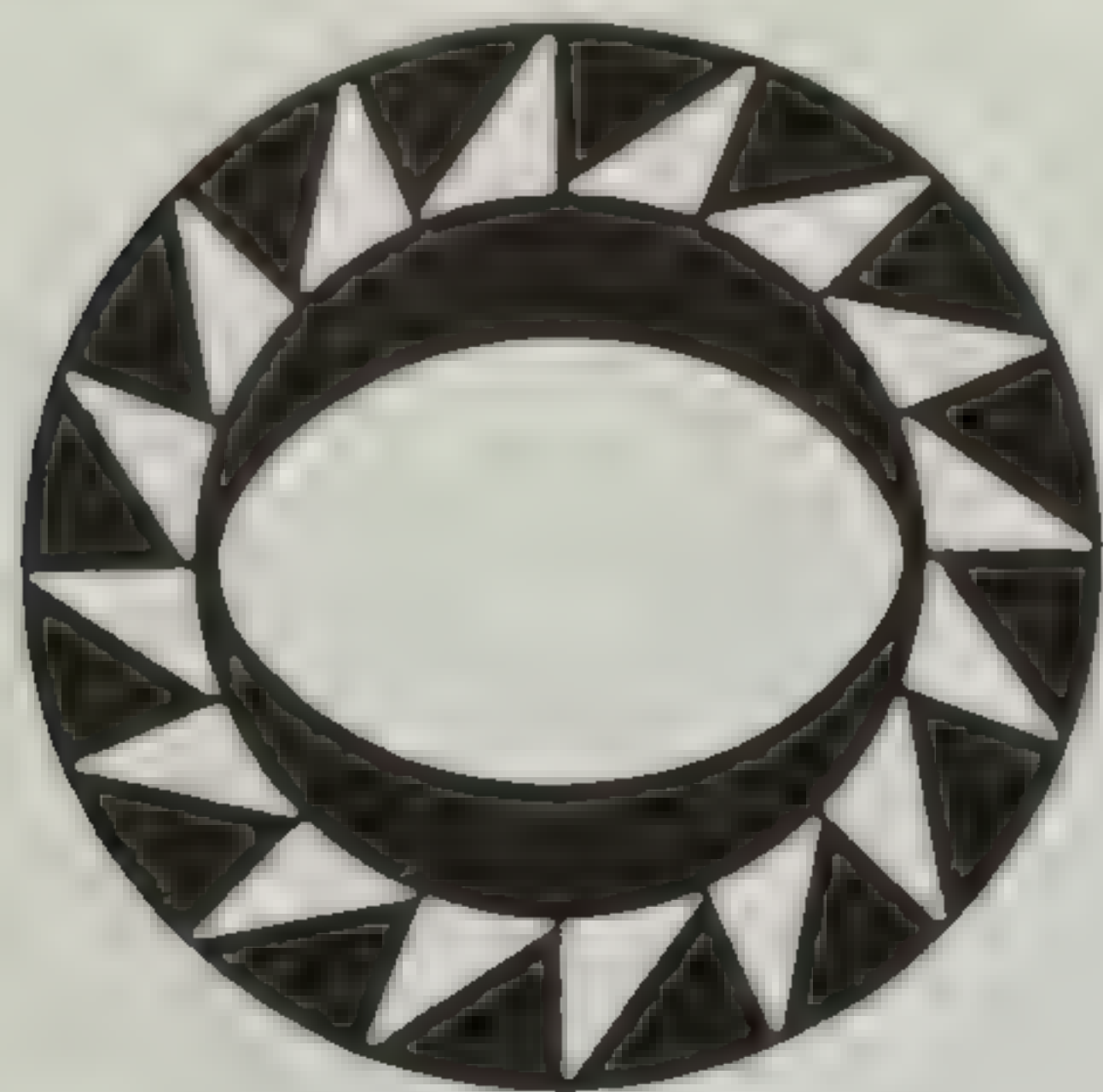
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heavenly bodies



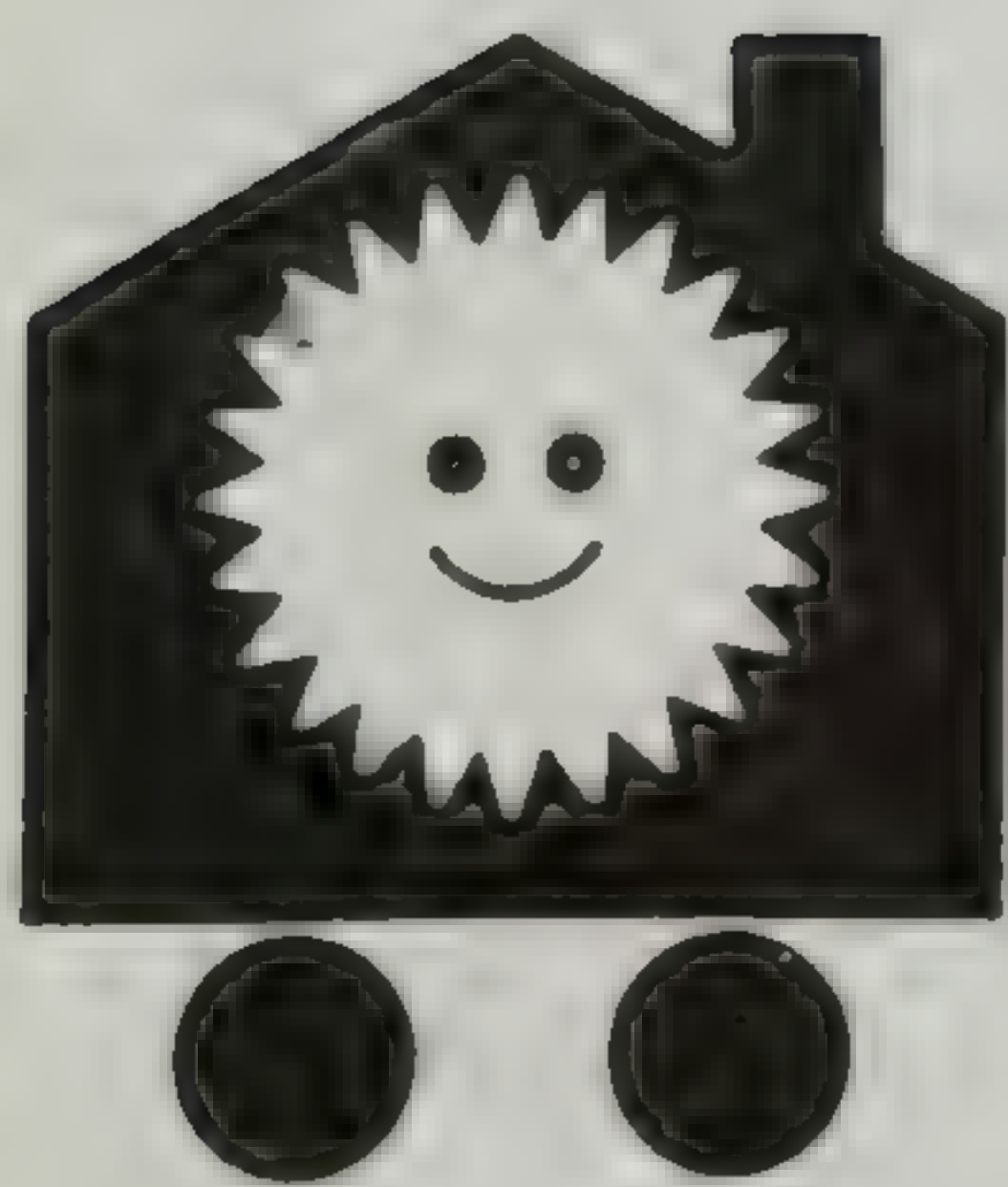
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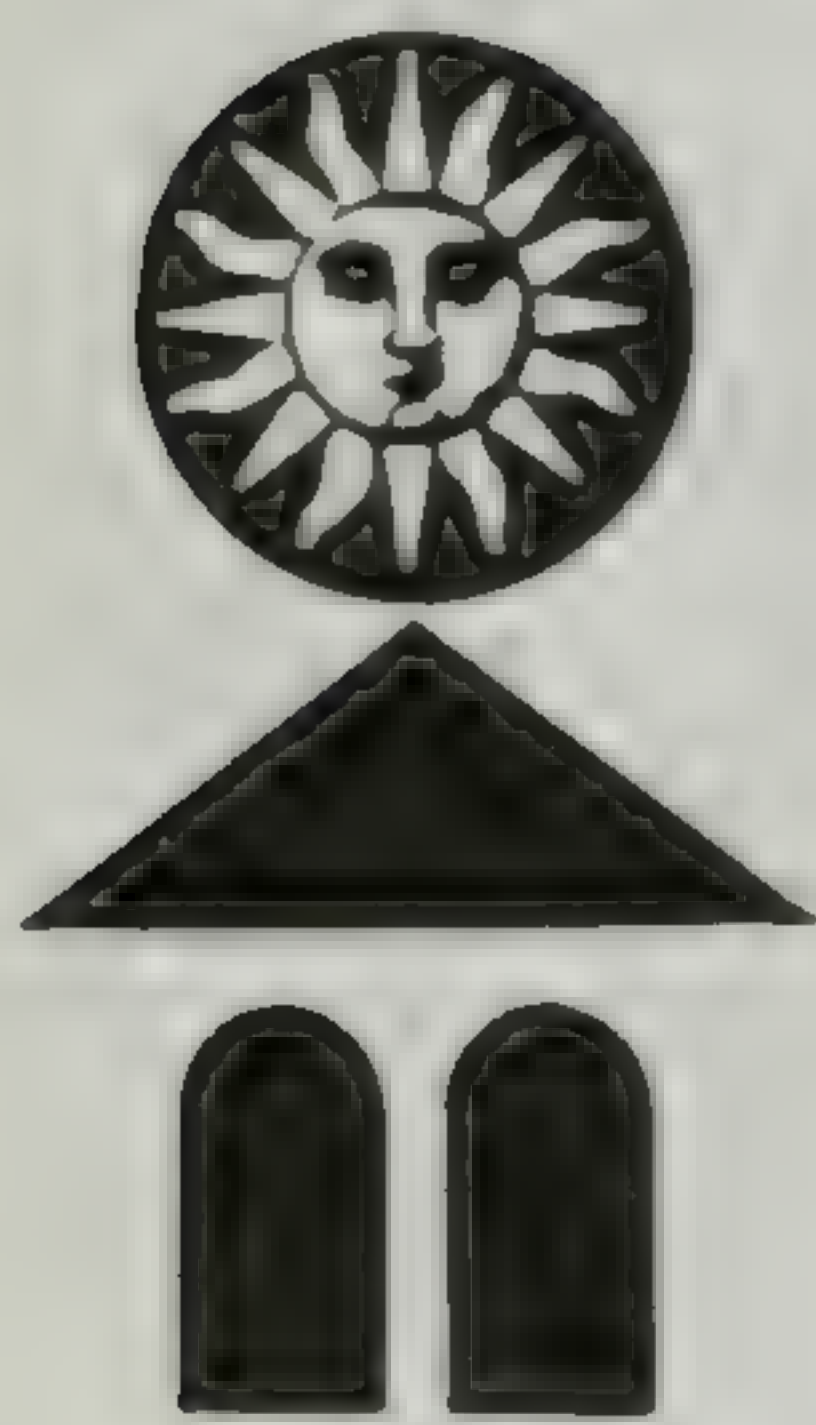
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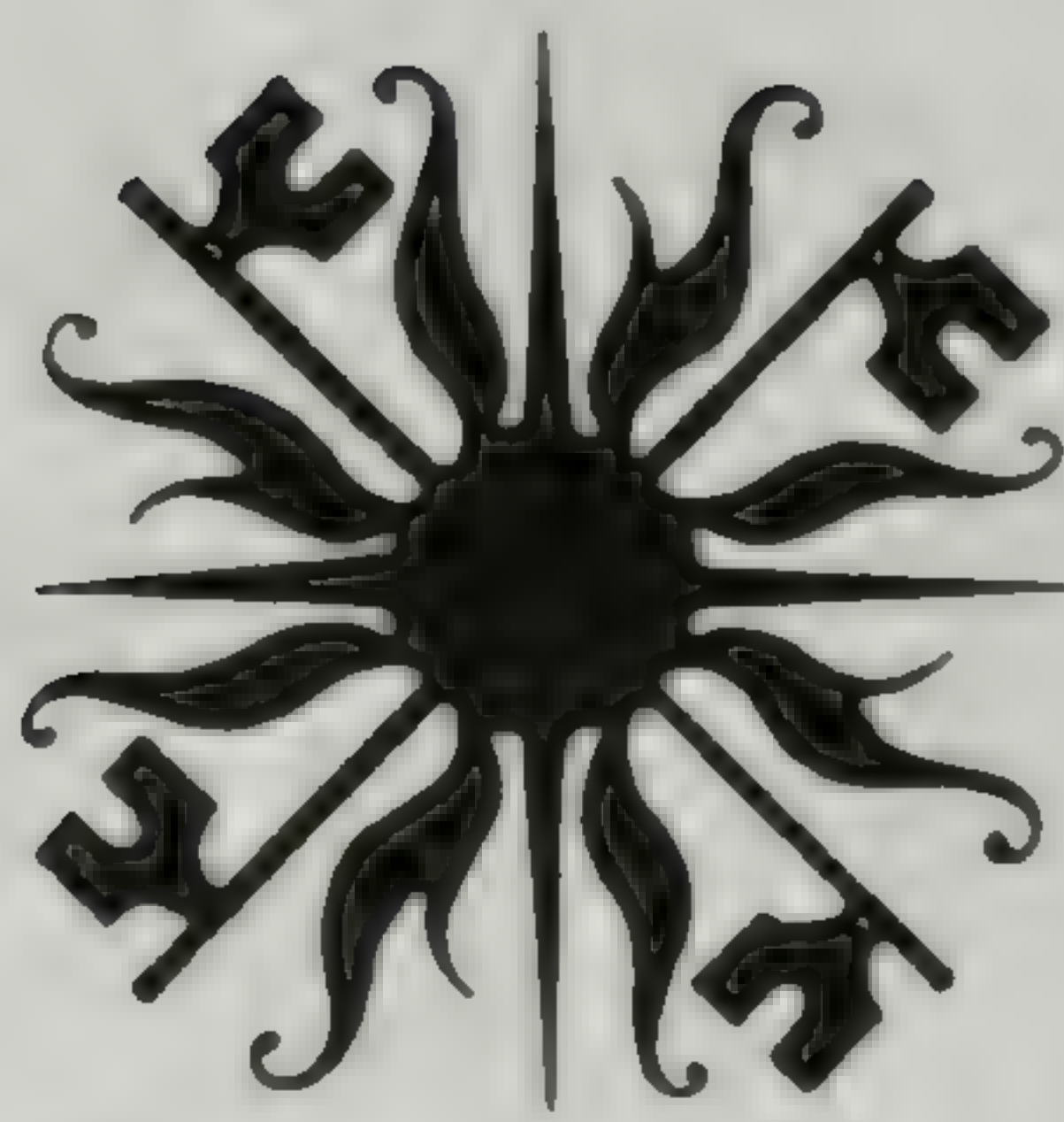
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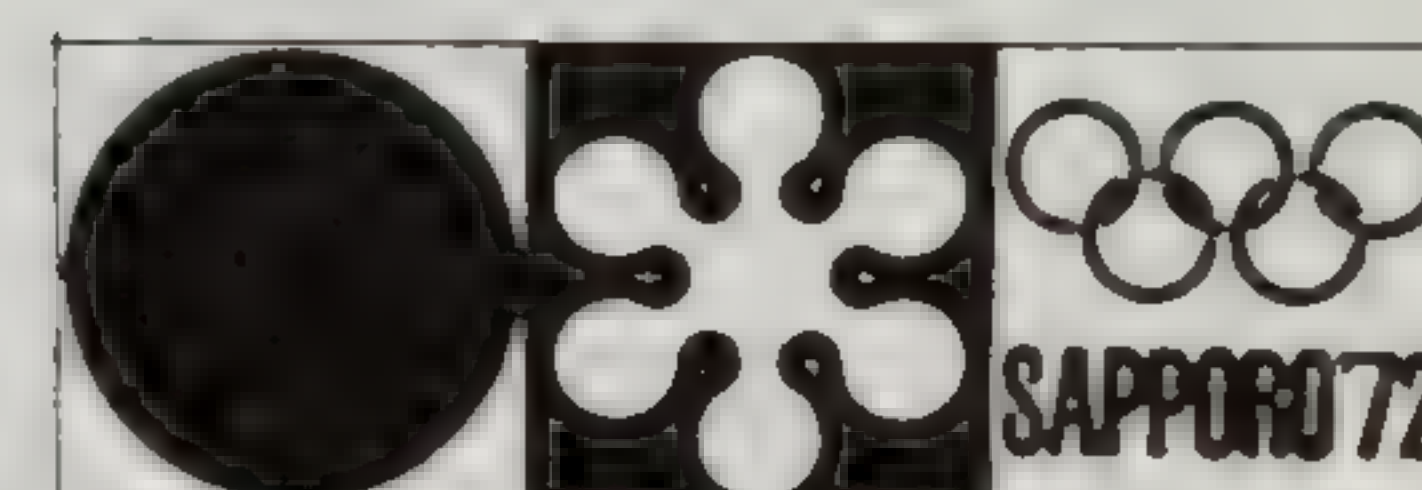
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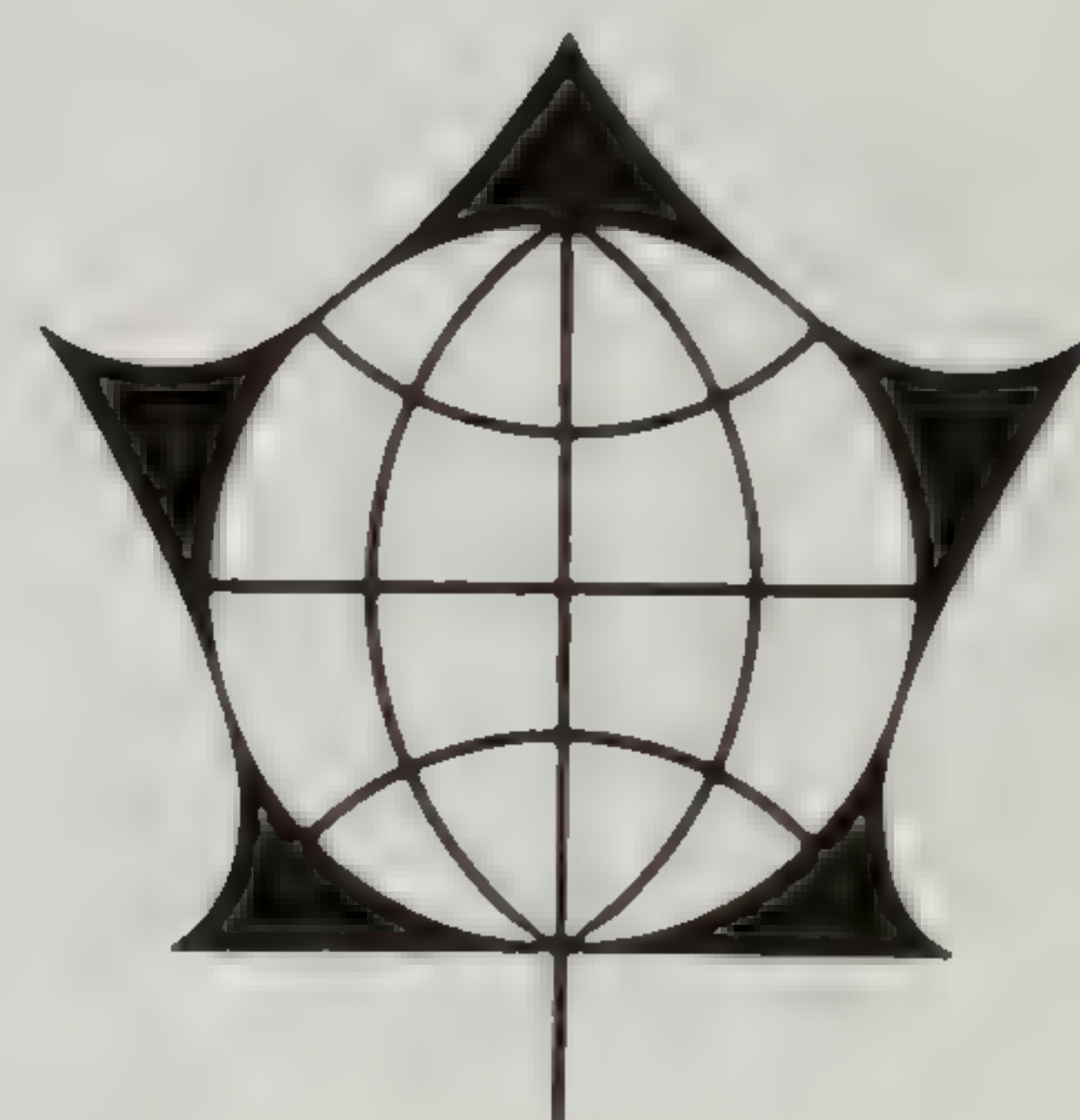
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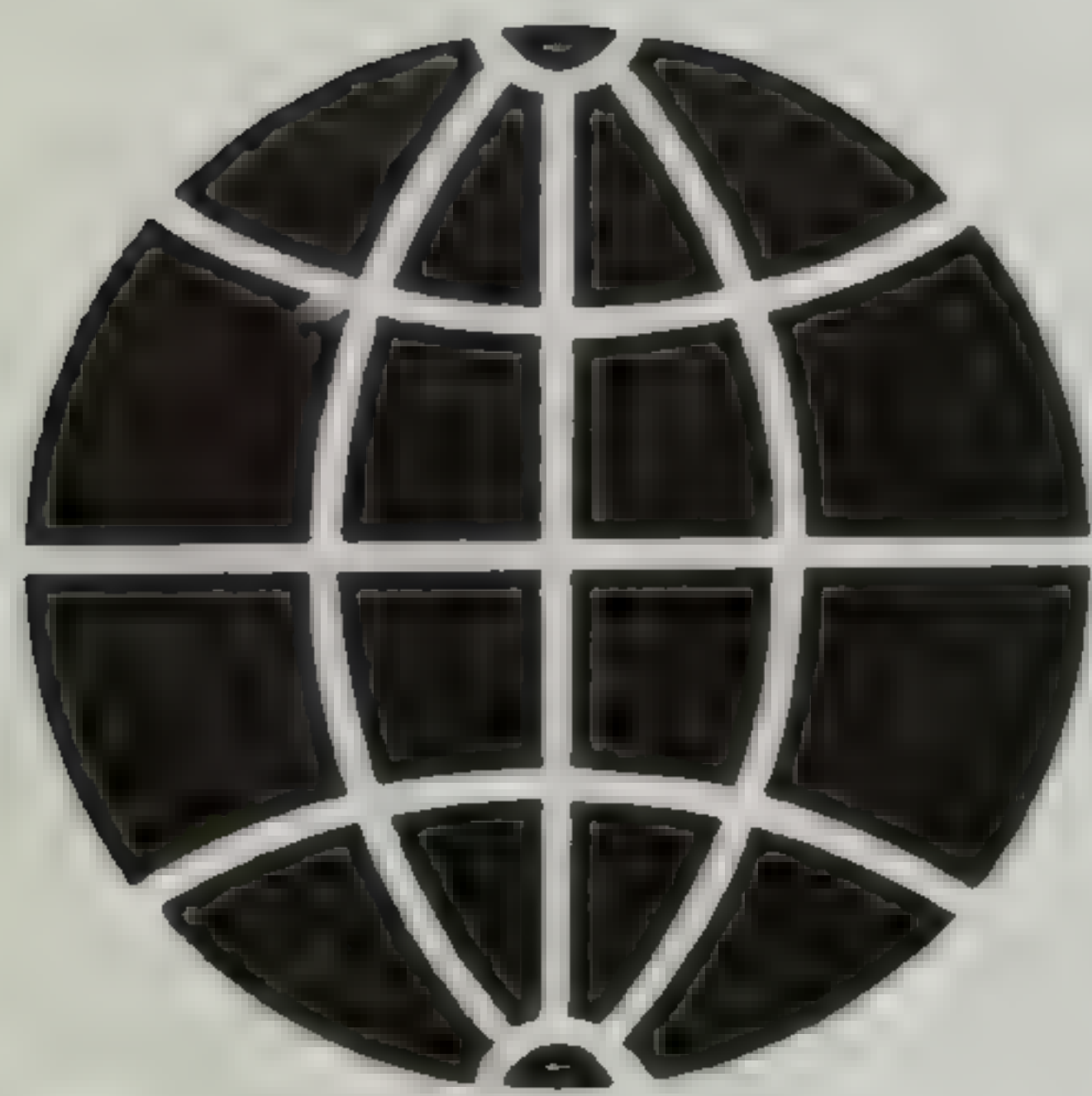
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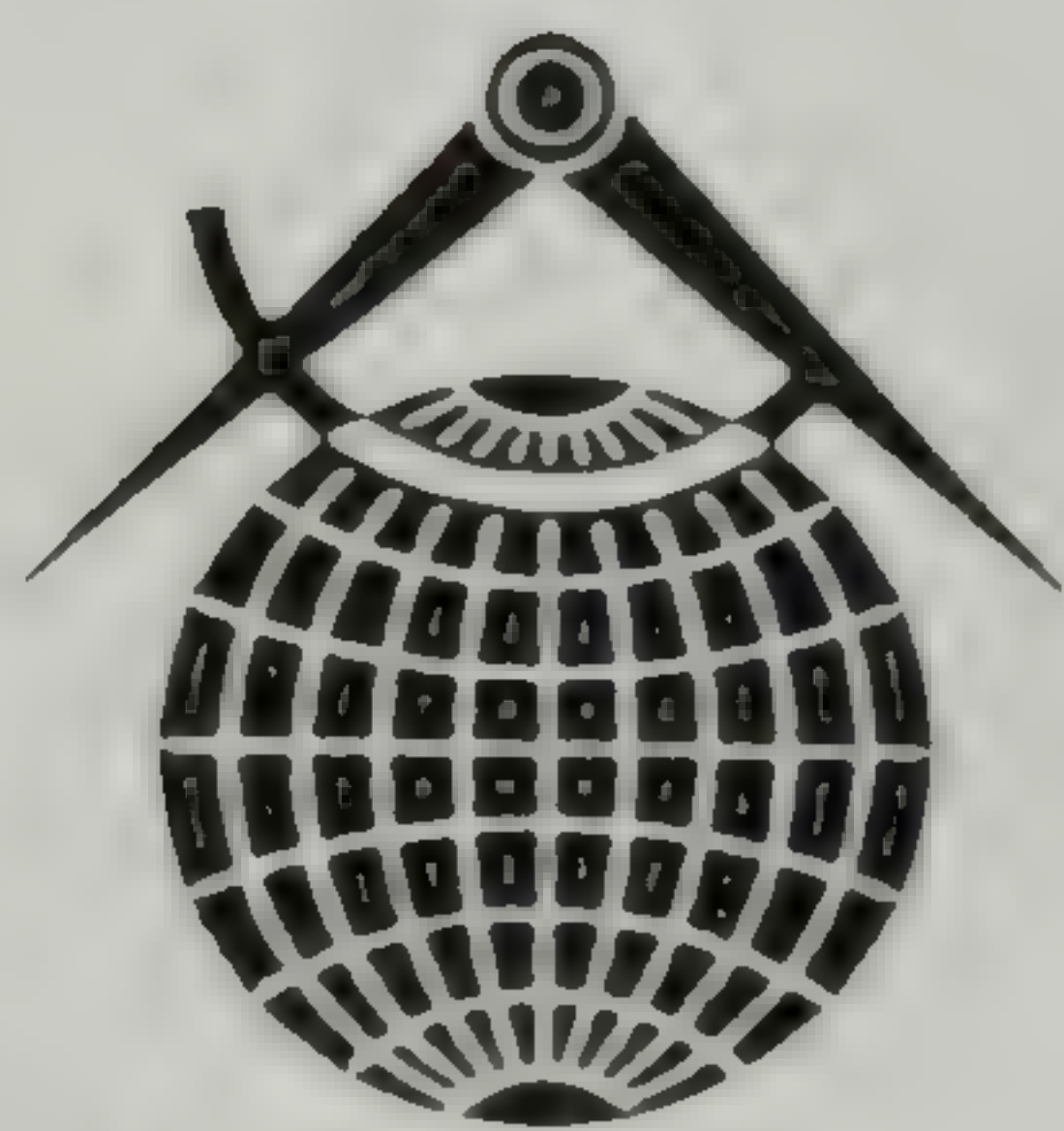
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776



769



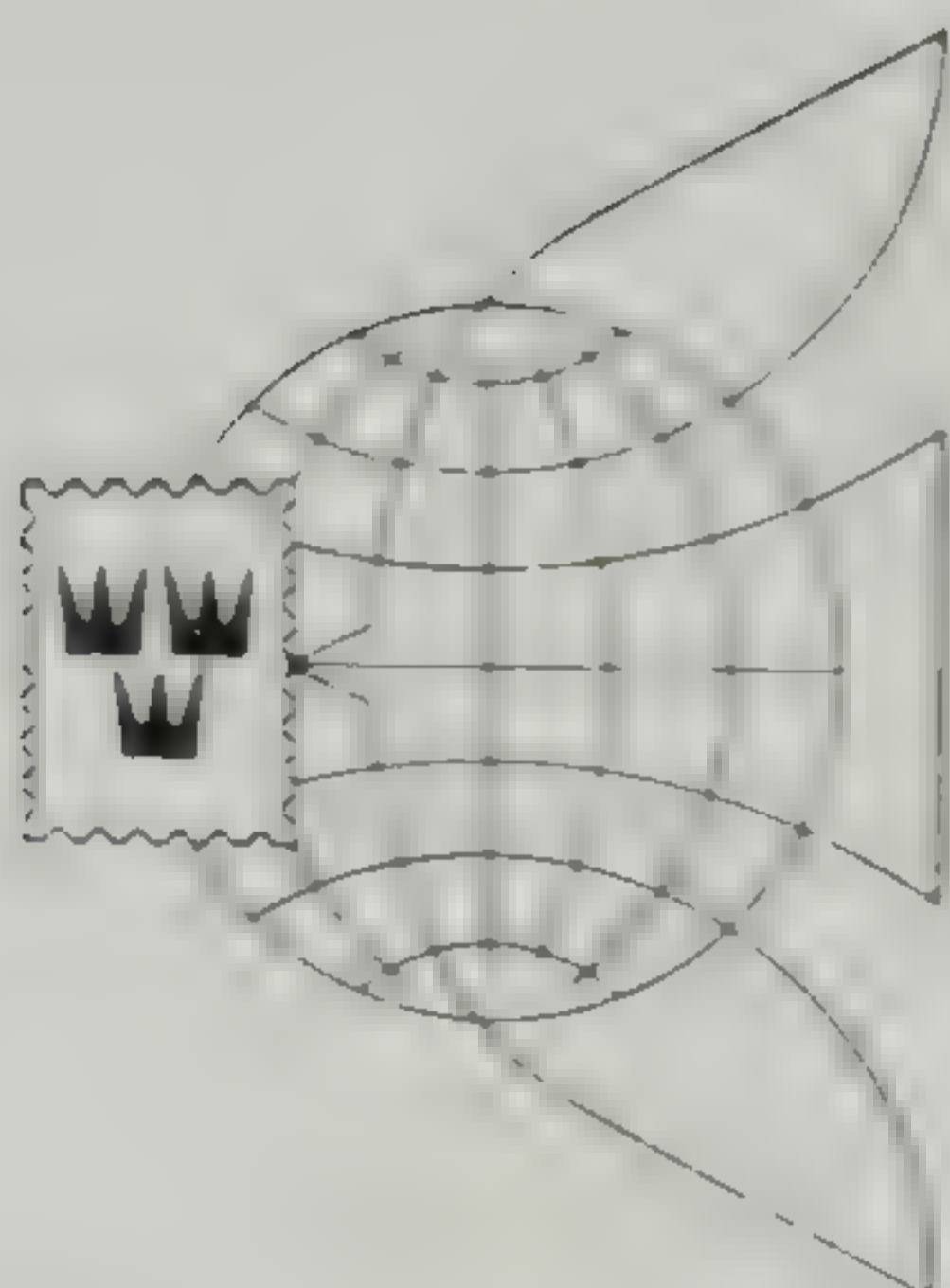
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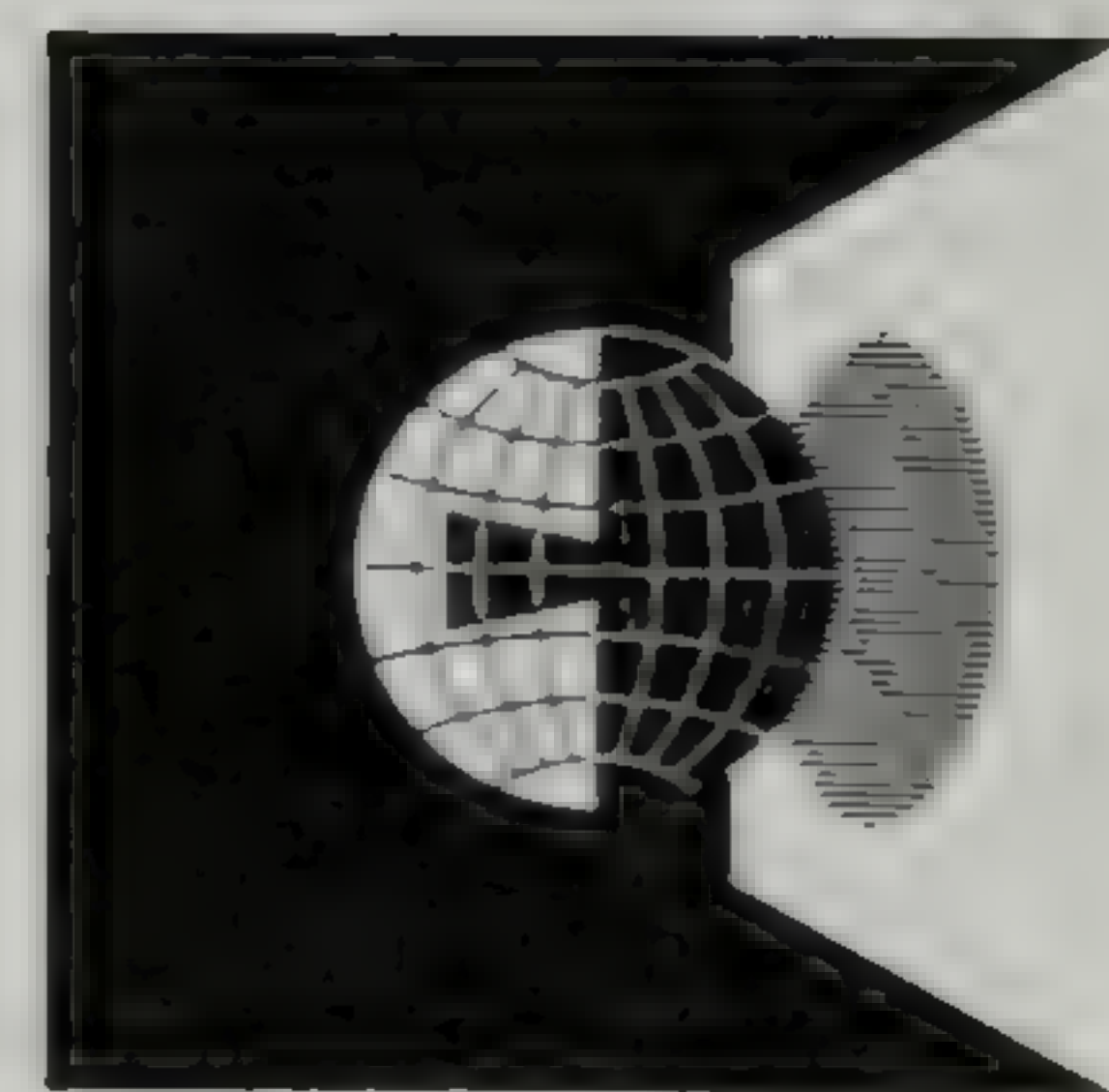
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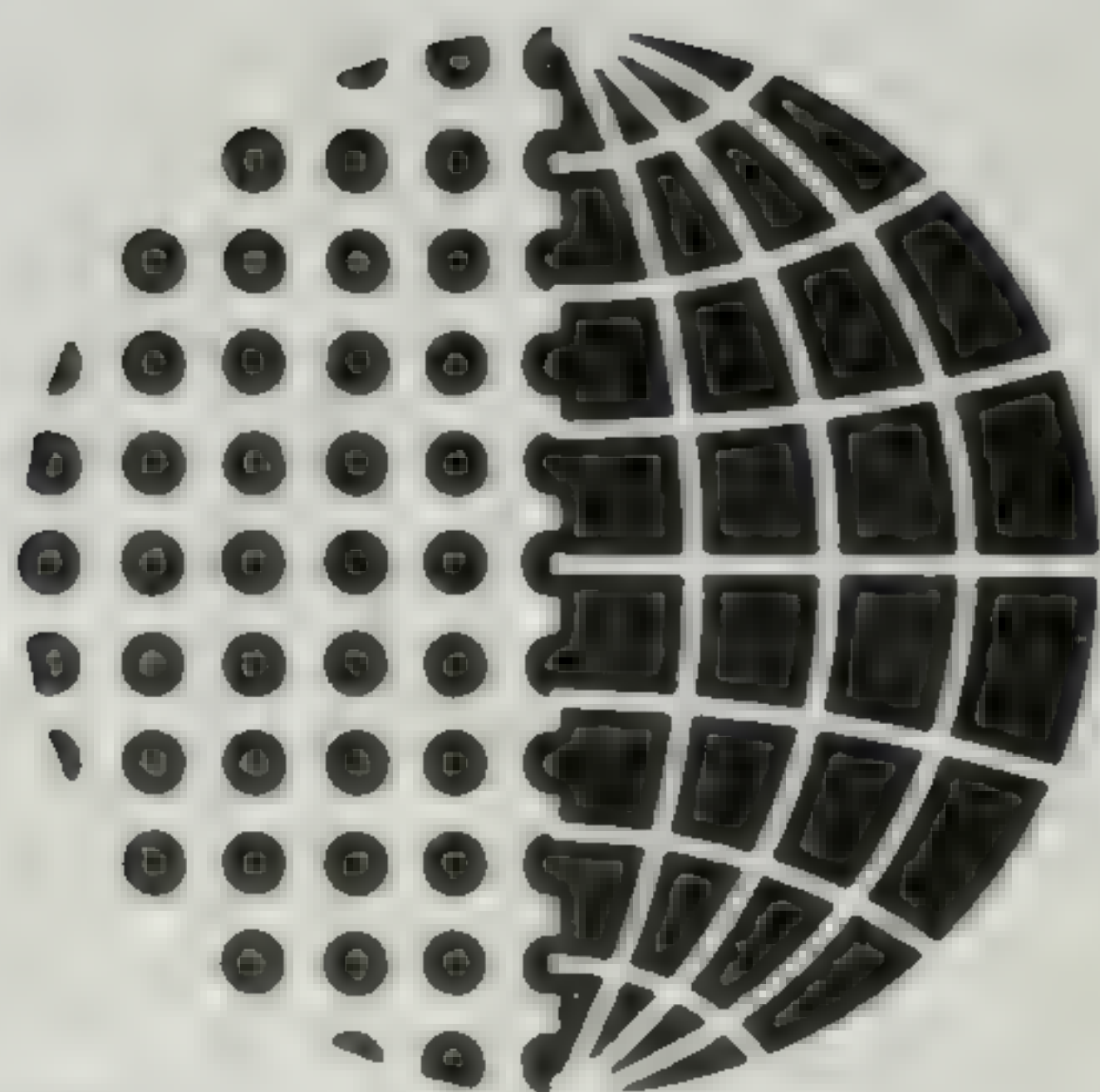
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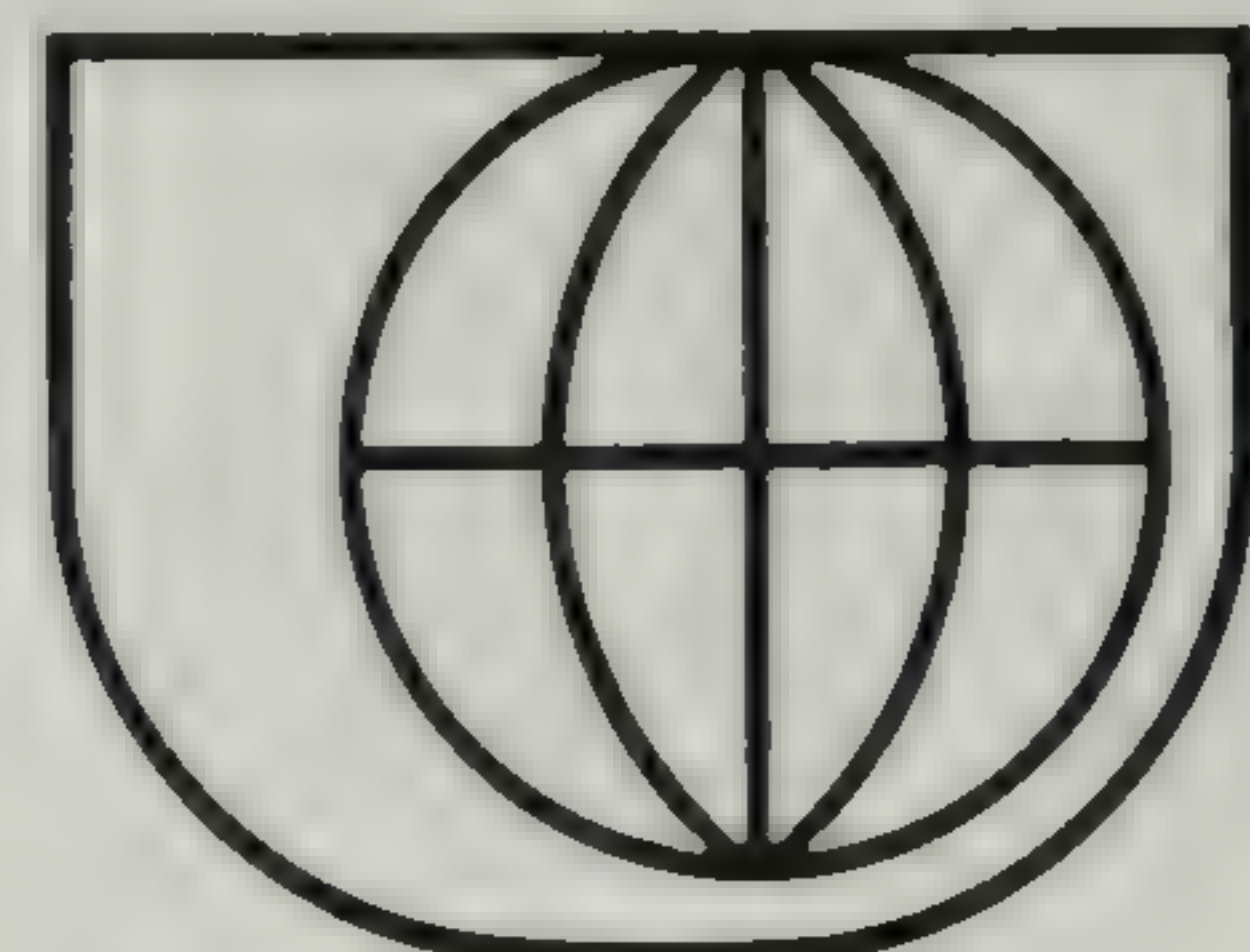
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771



775

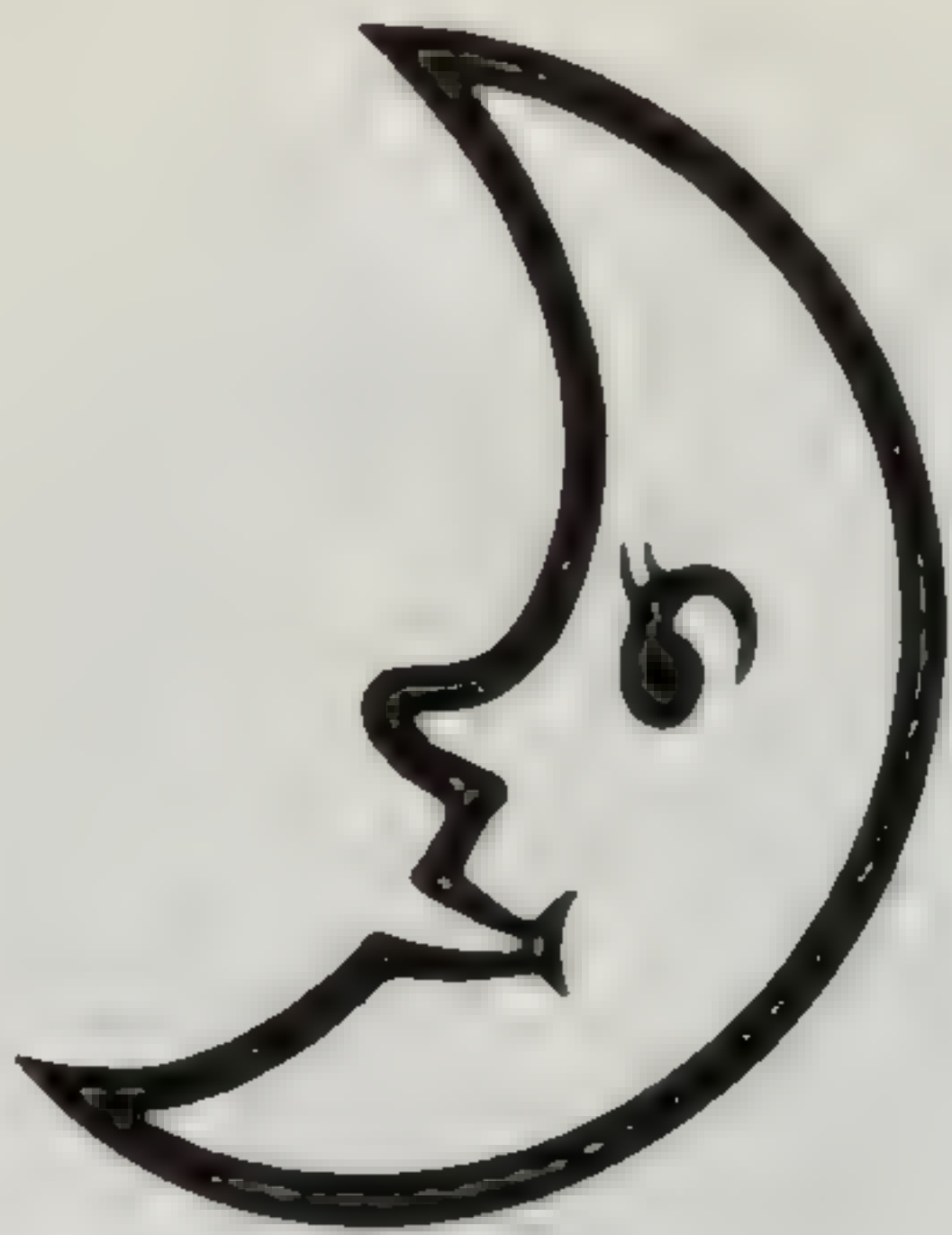


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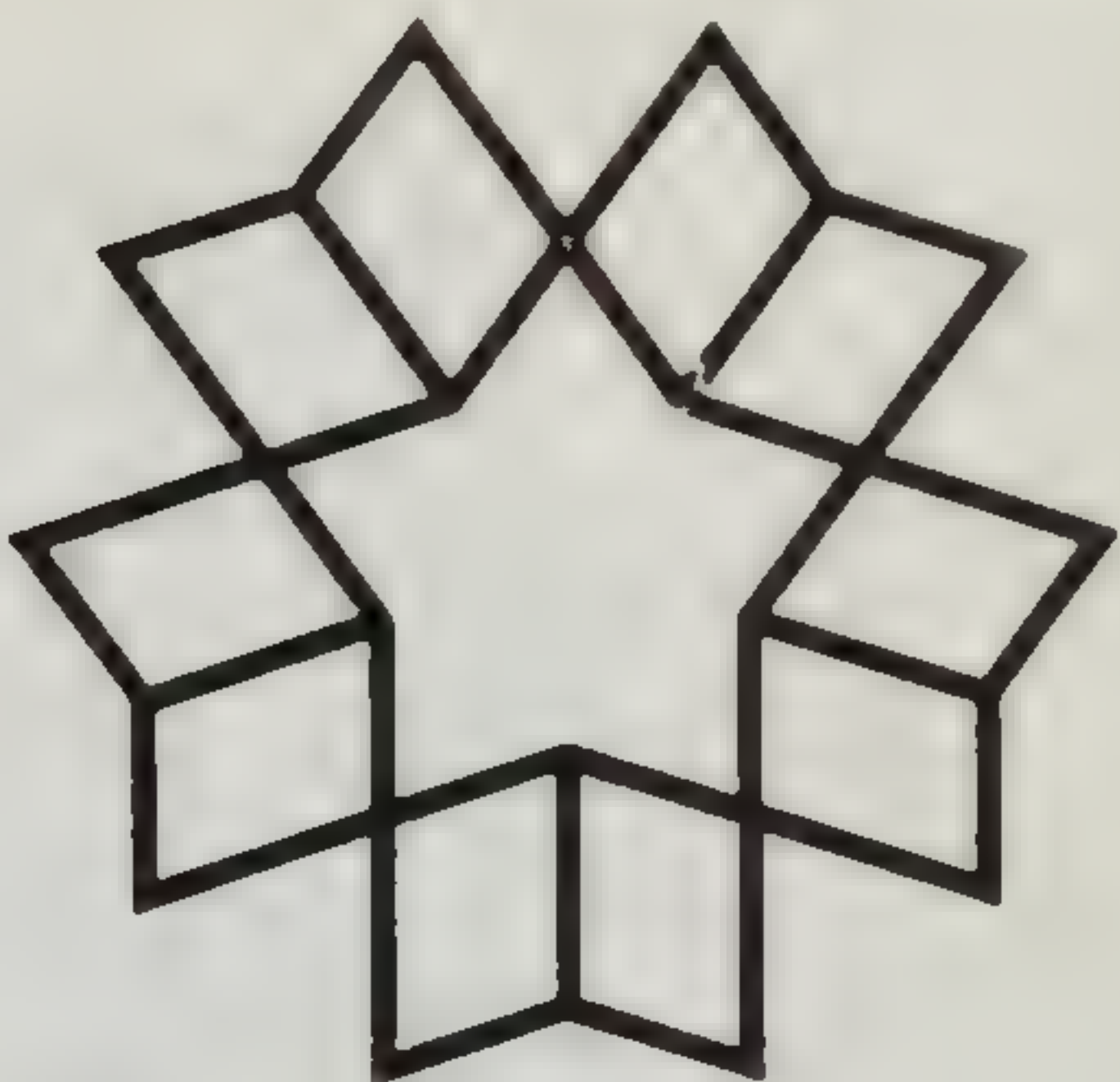




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791

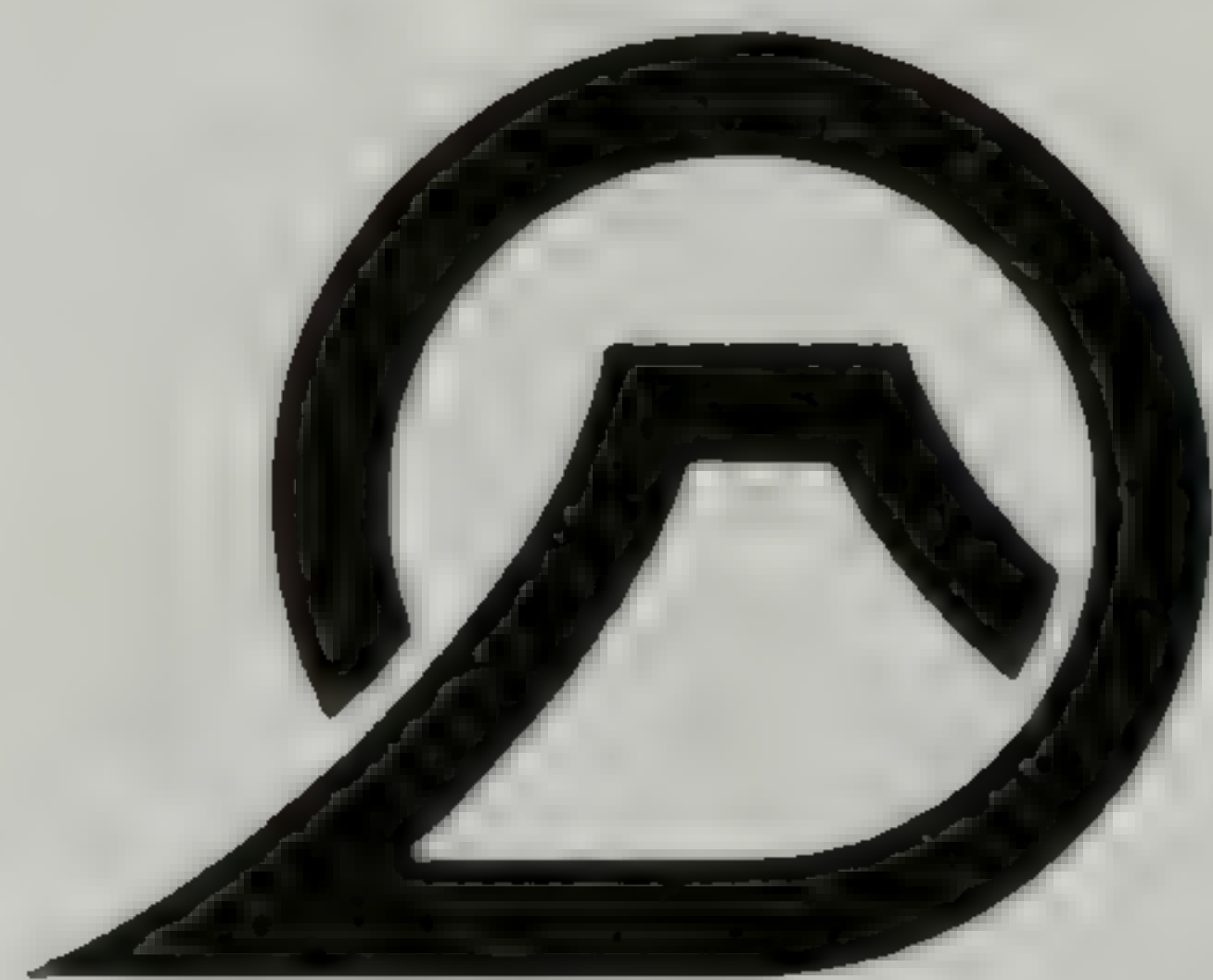




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793



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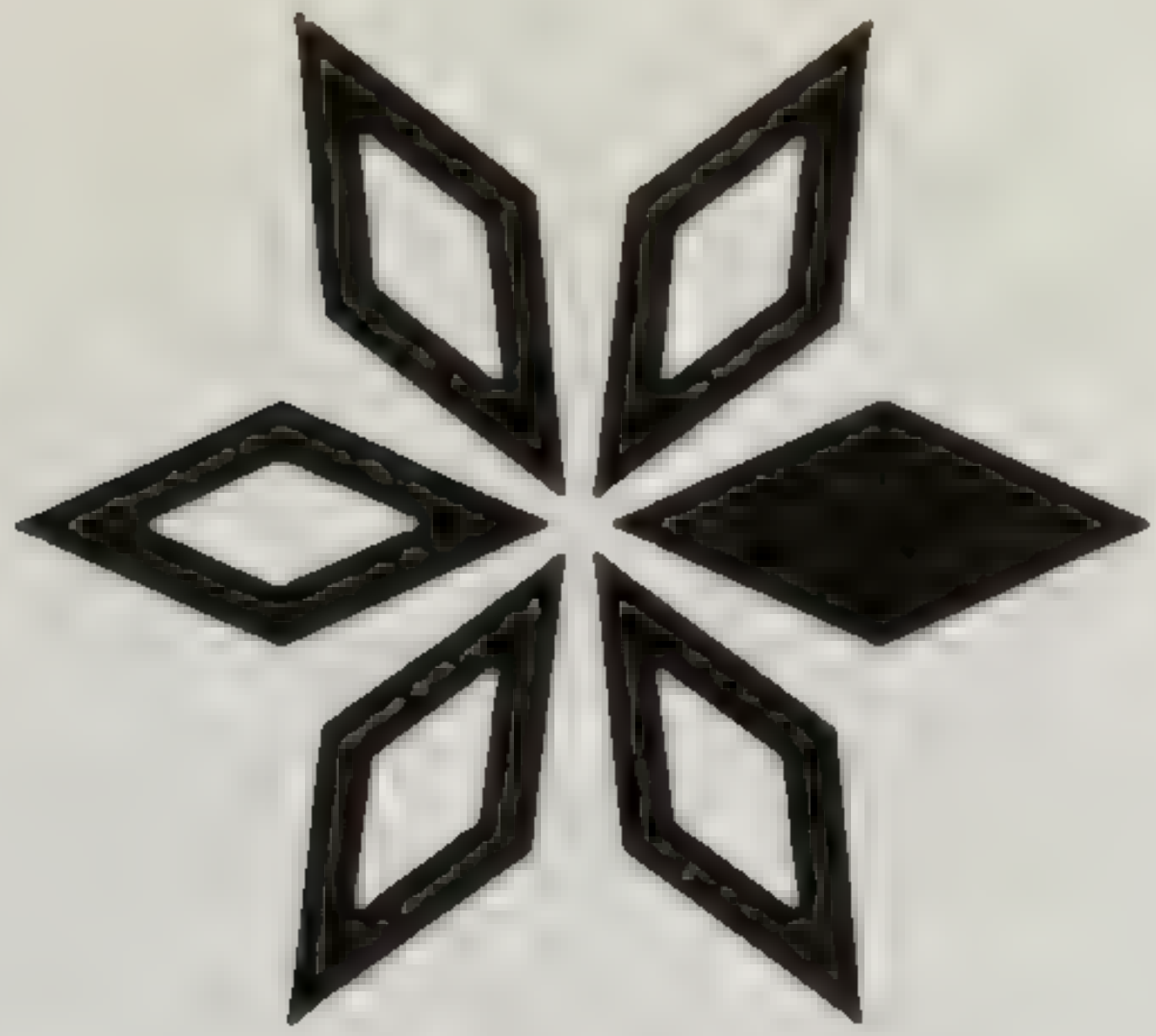


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796





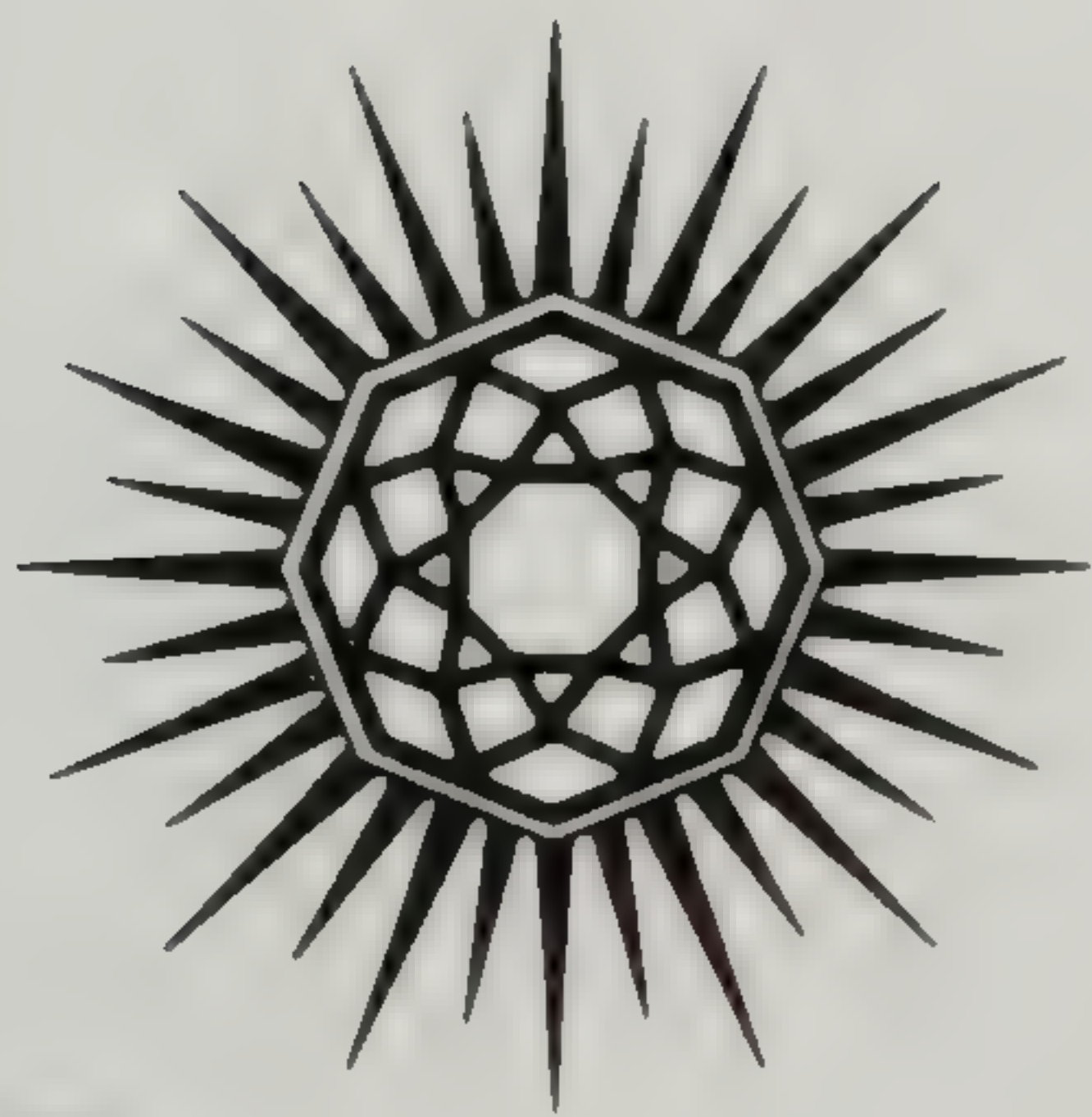
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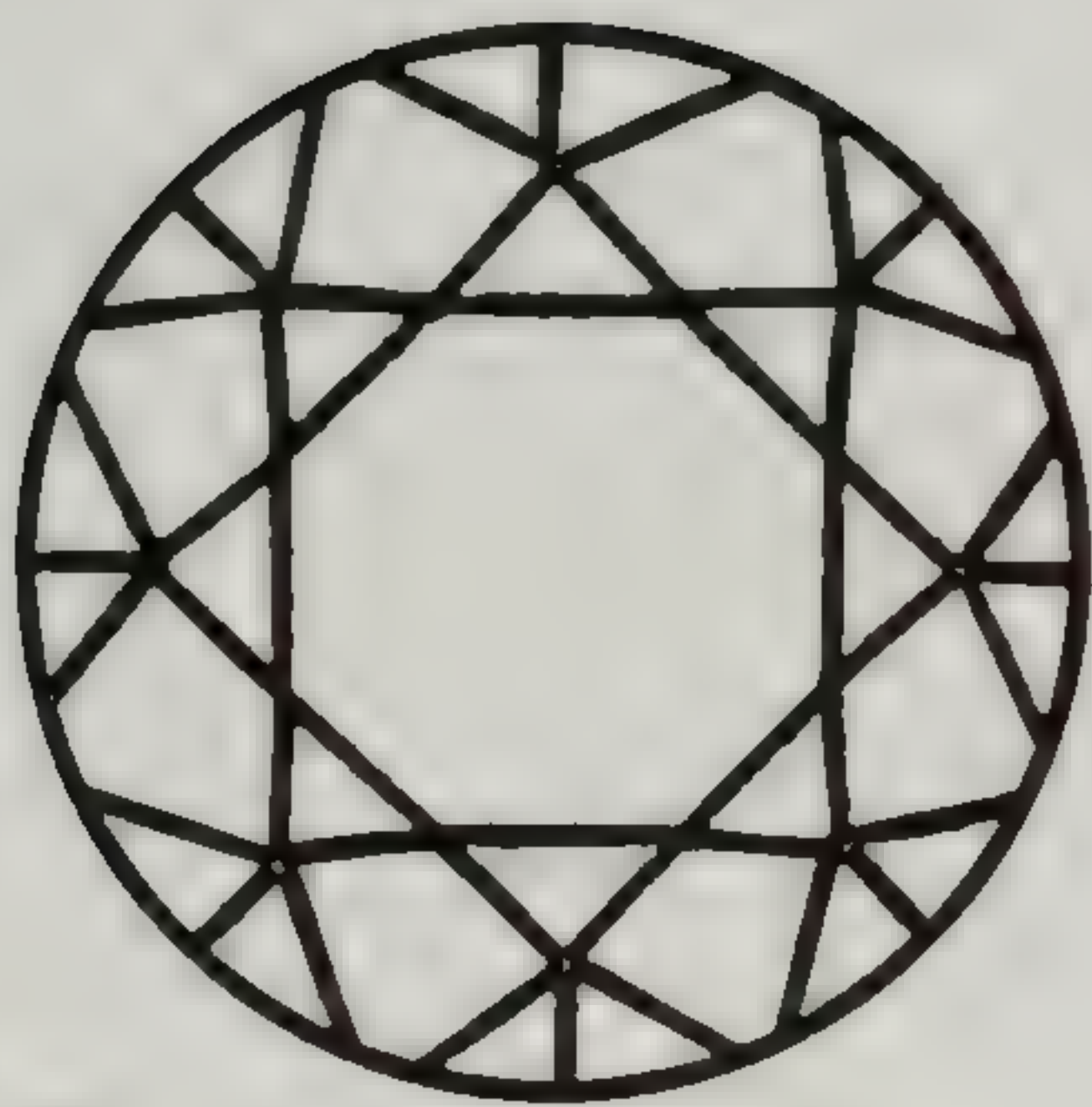
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803



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800



804

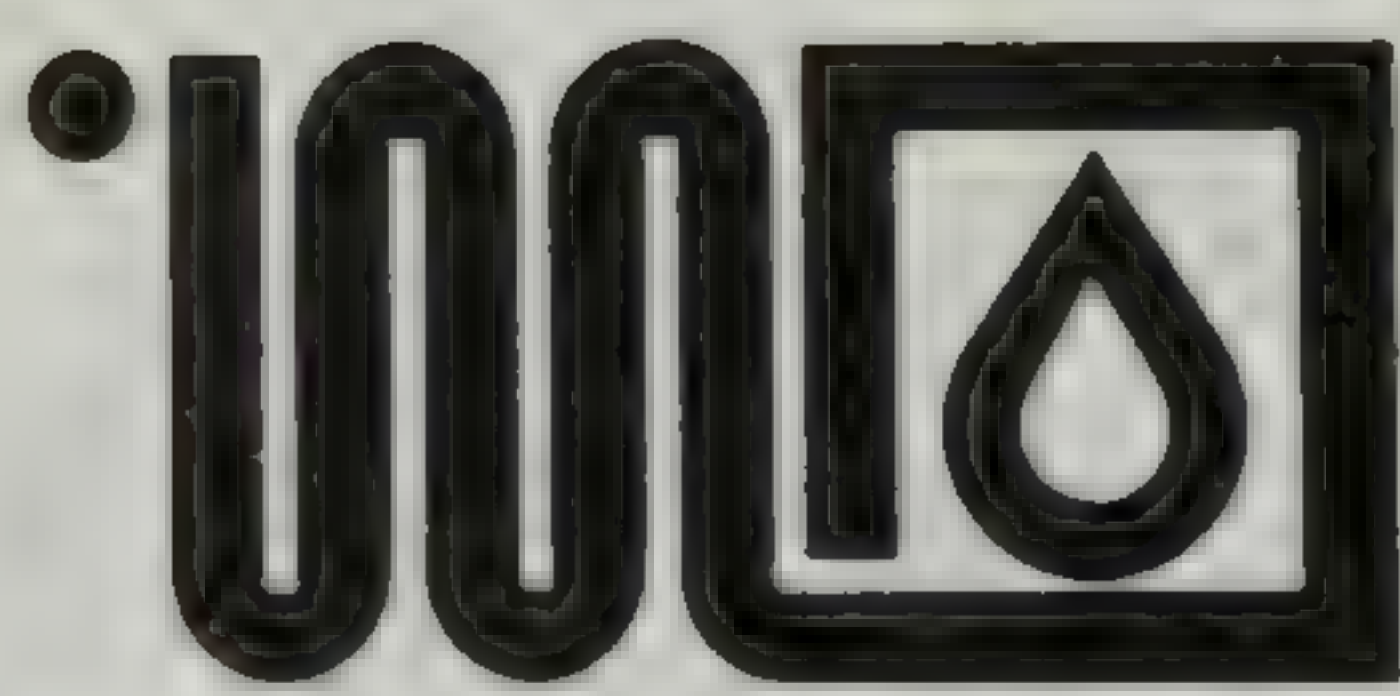


808





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817



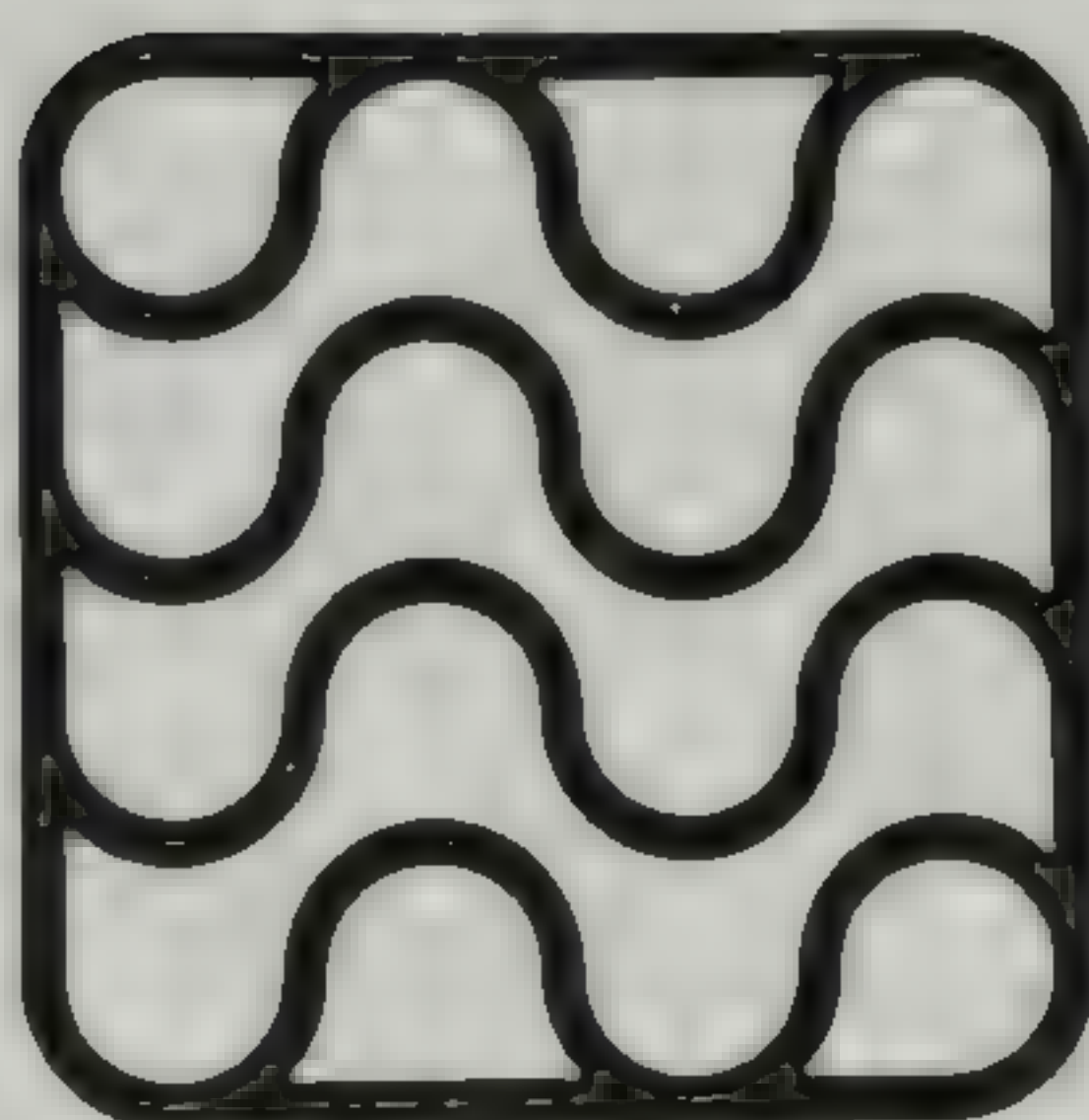
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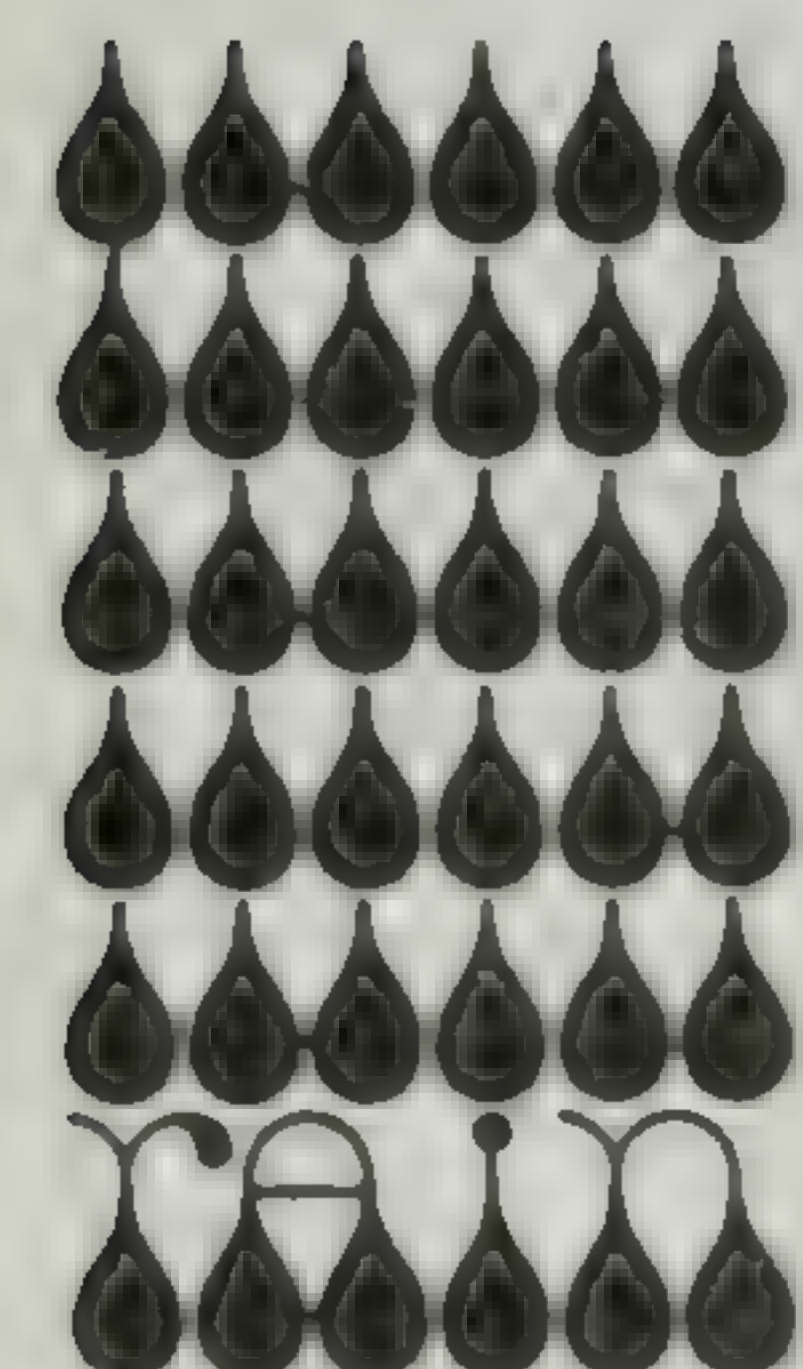
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811



815

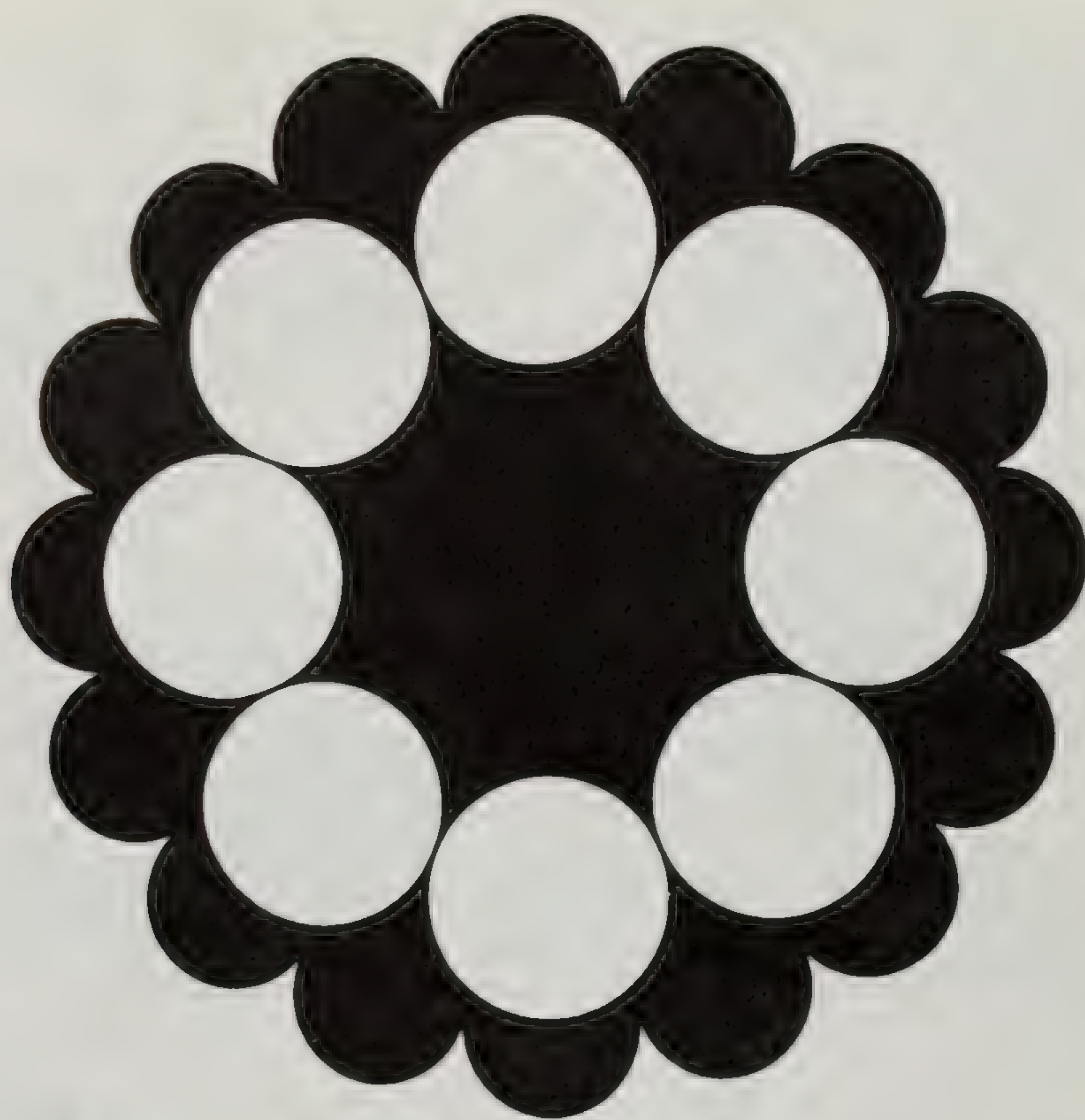


812



816





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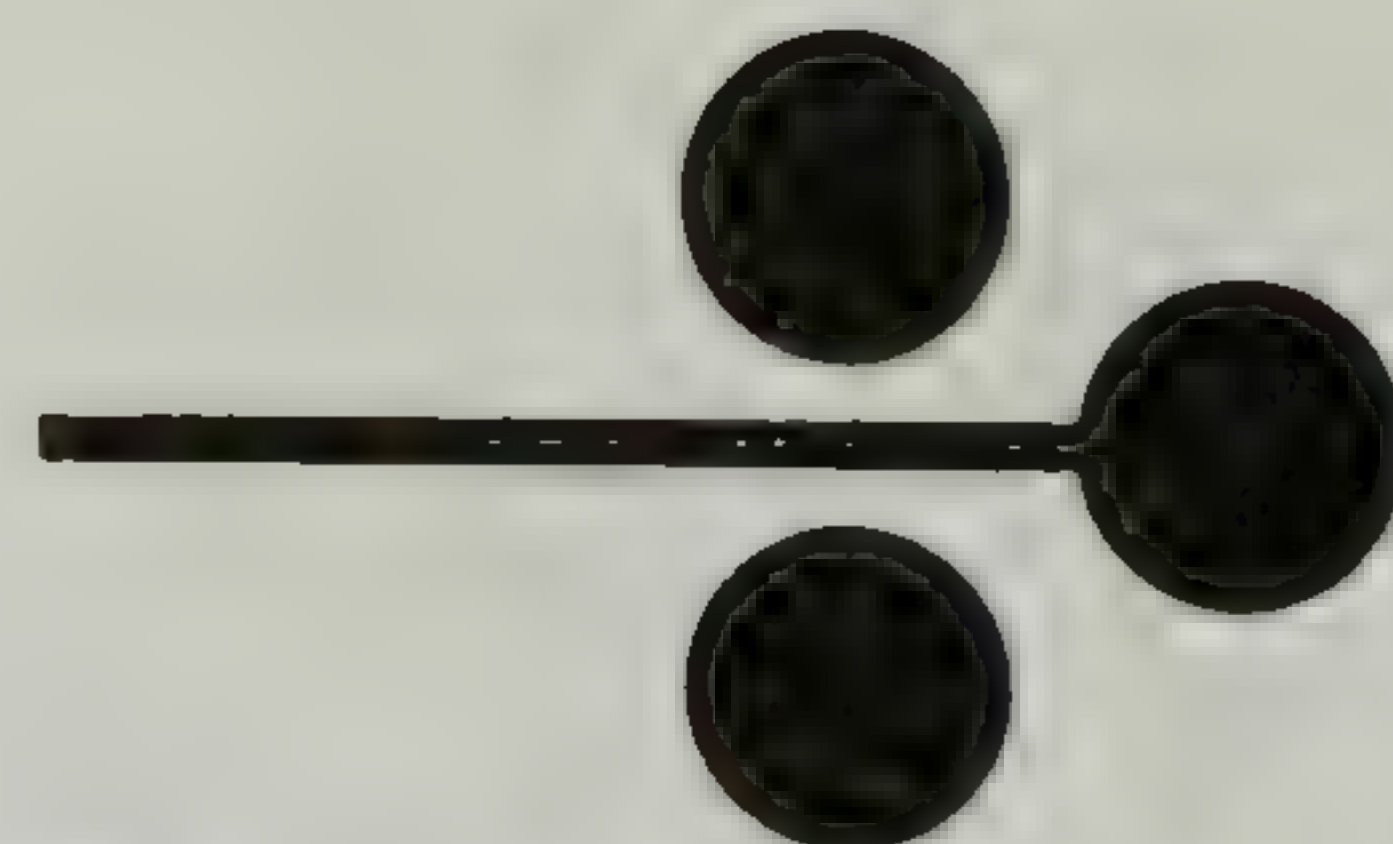
① circles



819



823



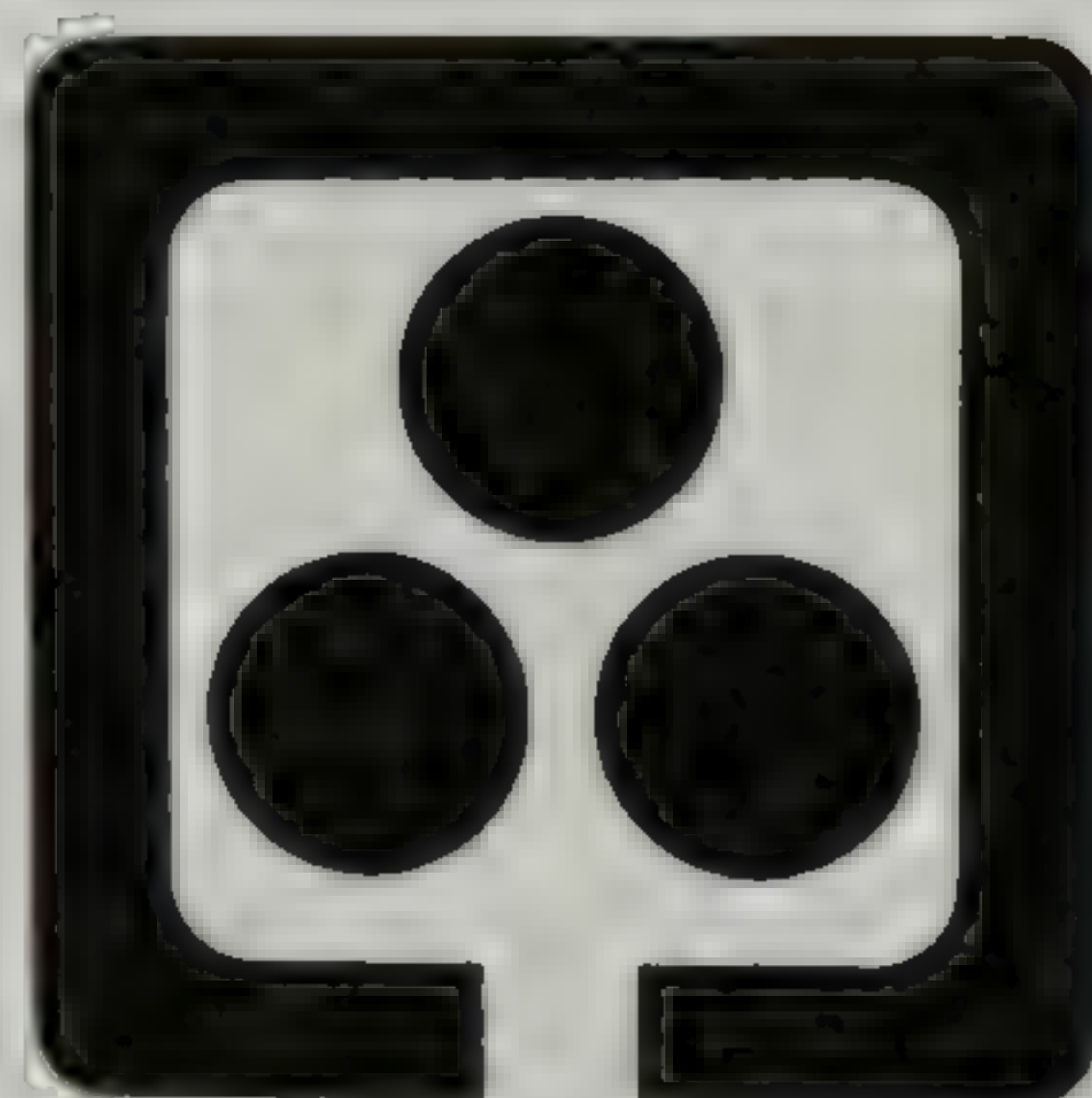
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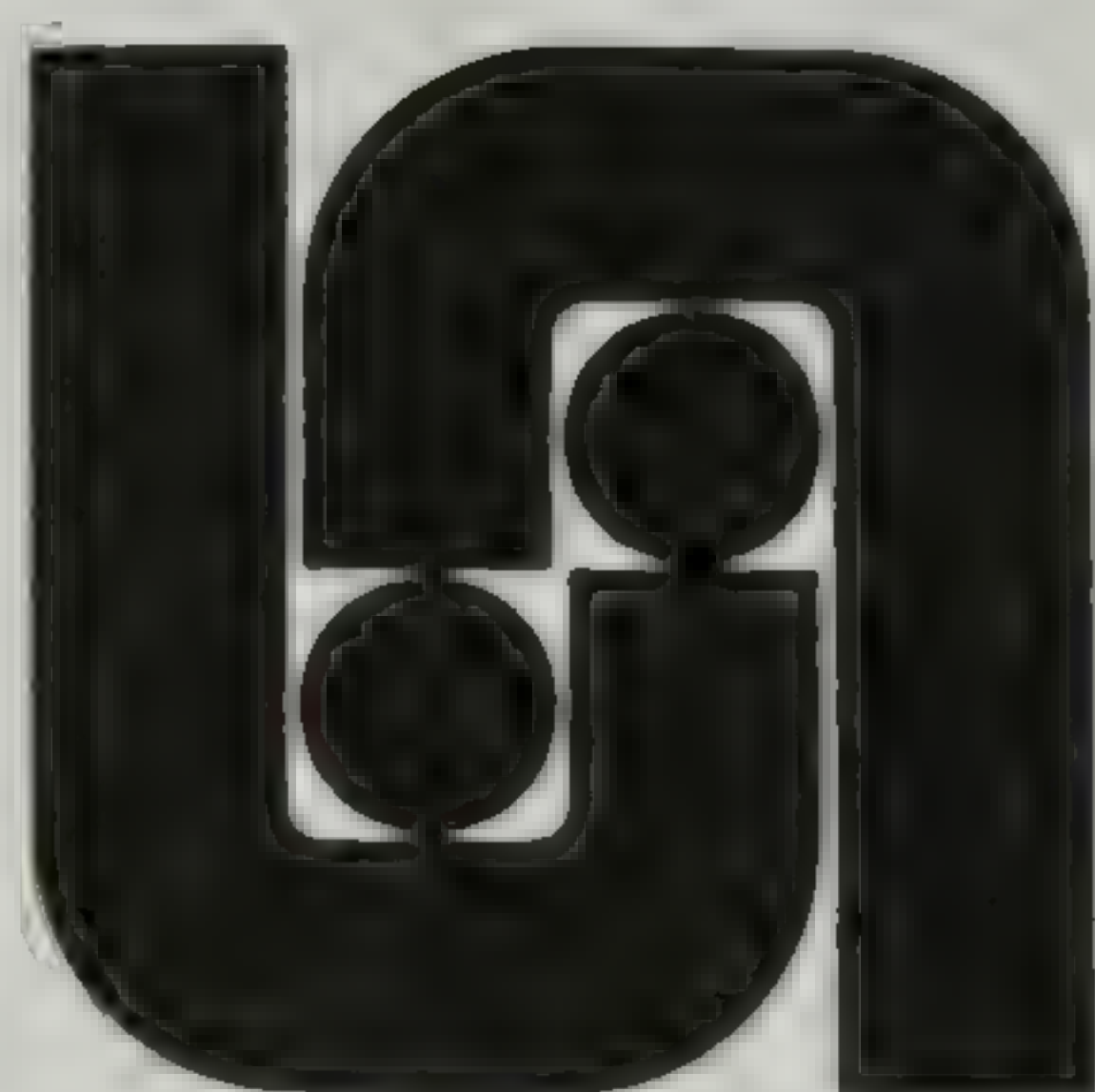
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828



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825



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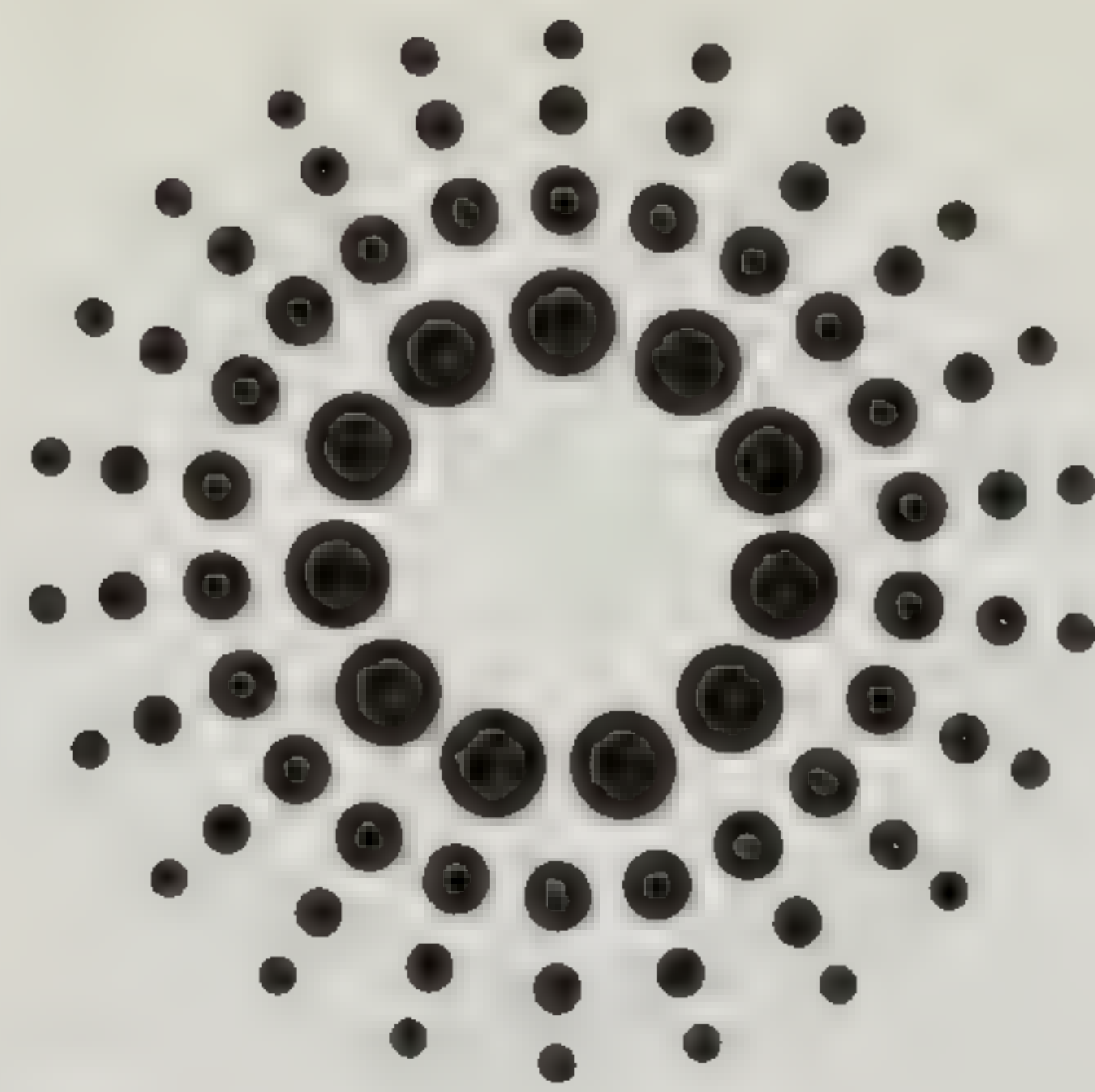


830





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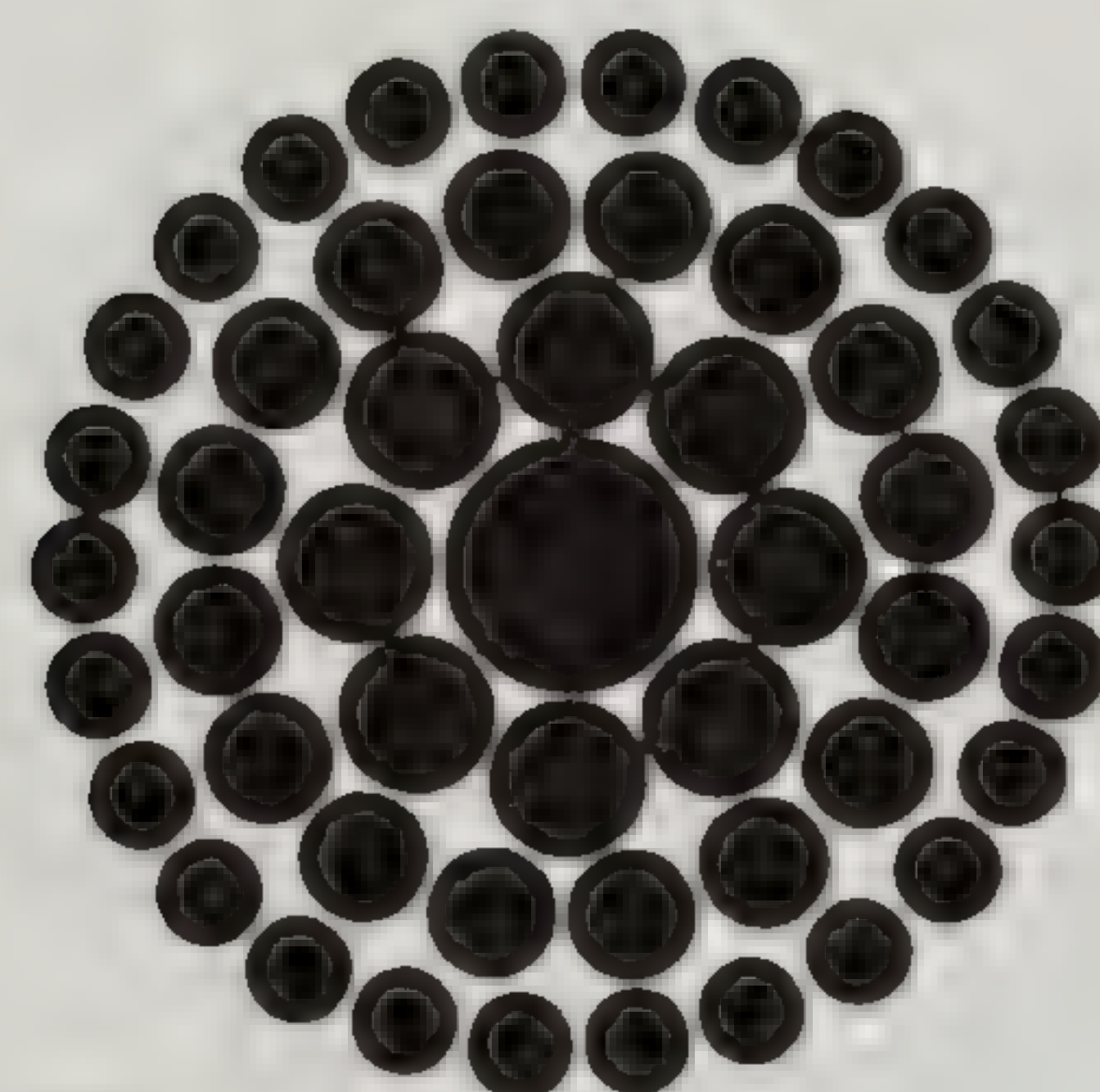
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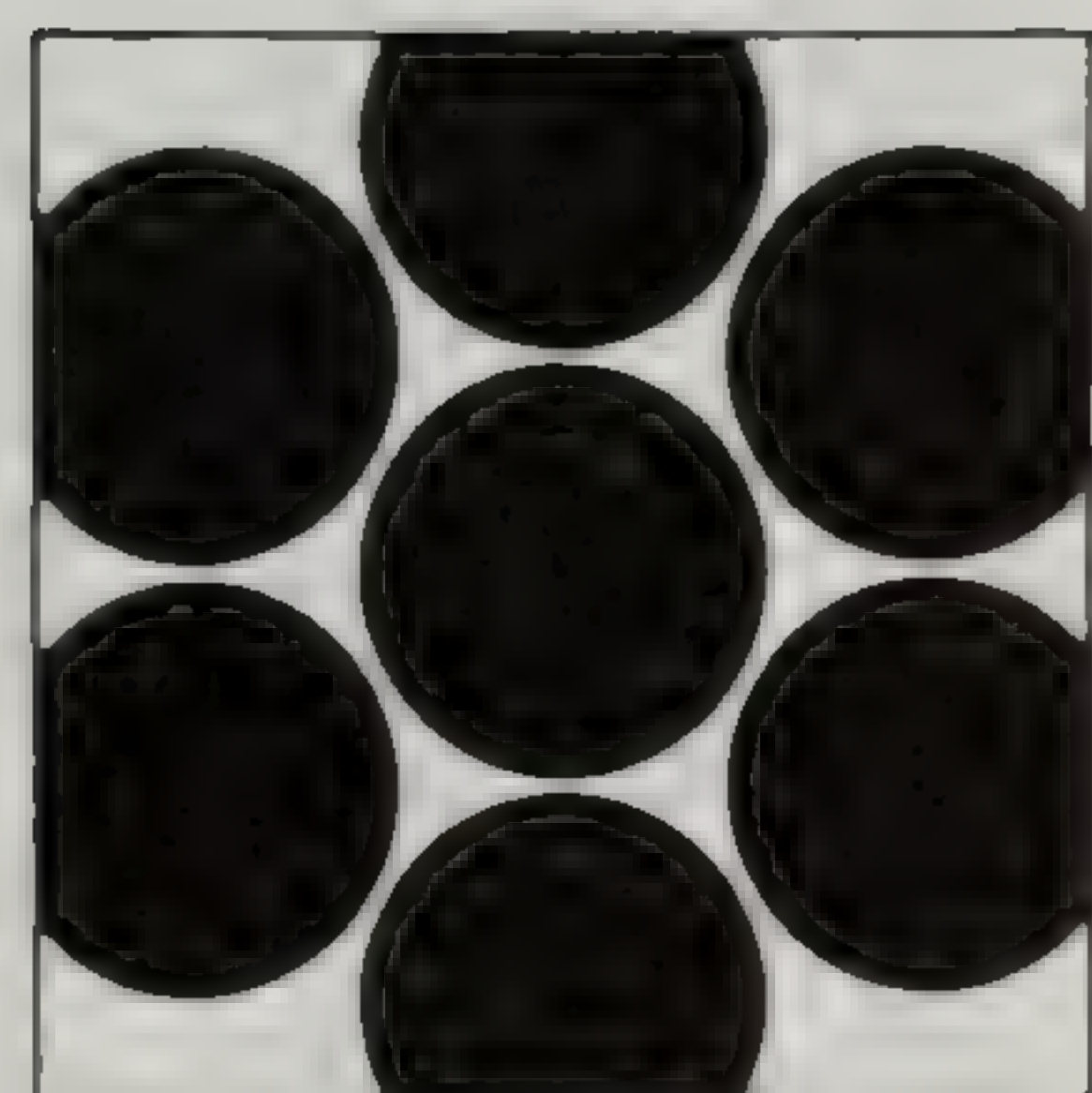
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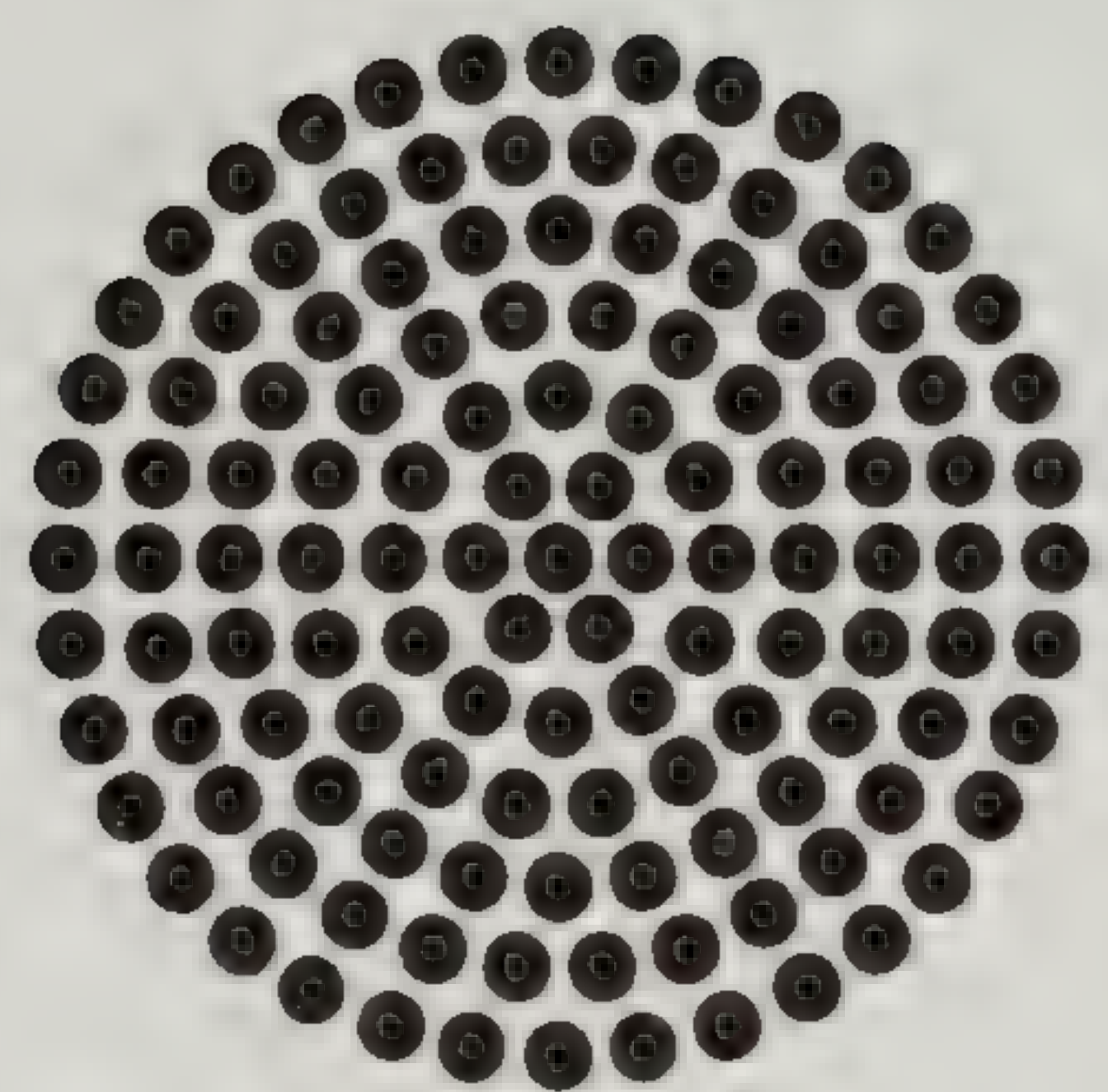
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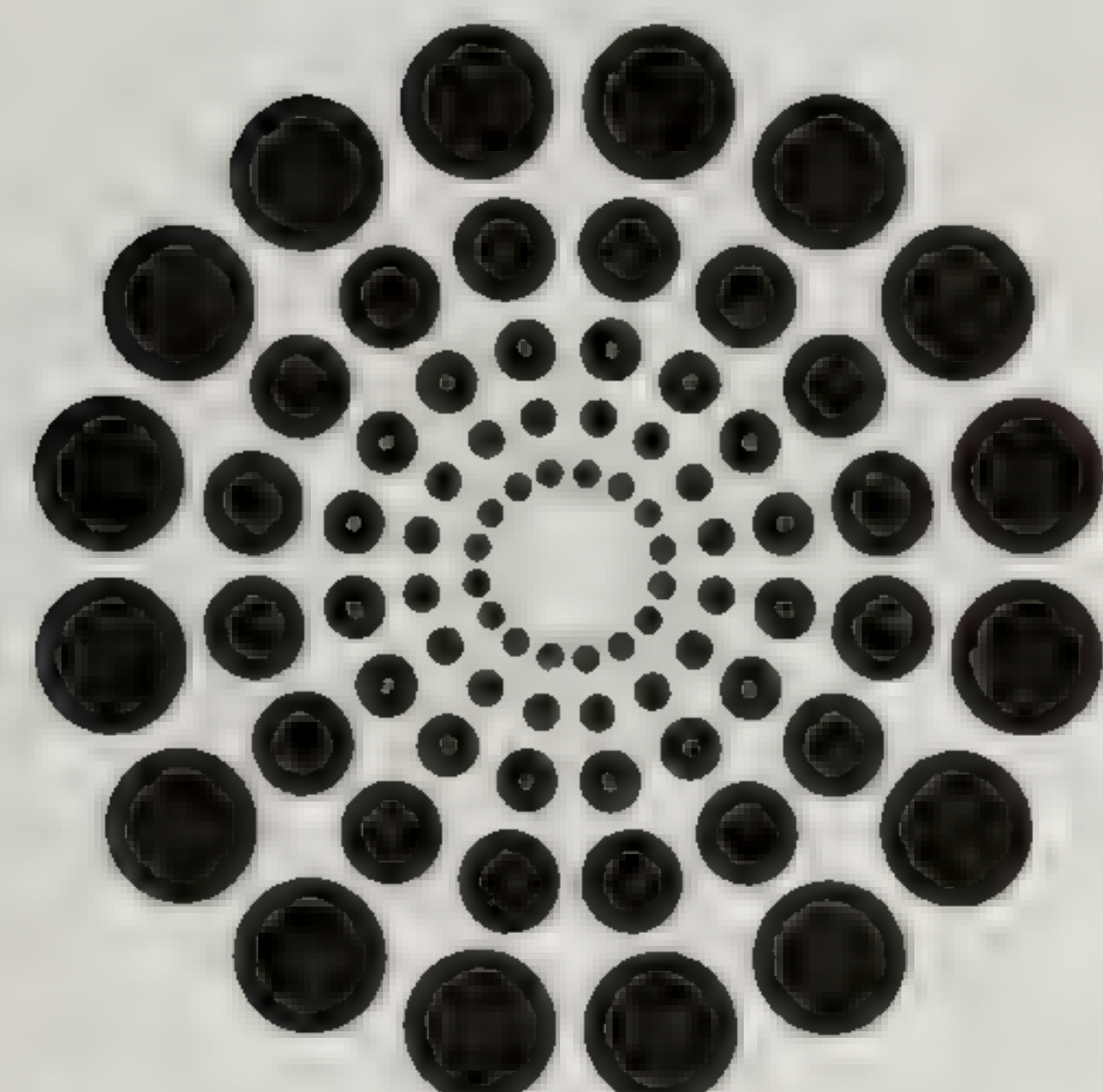
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854

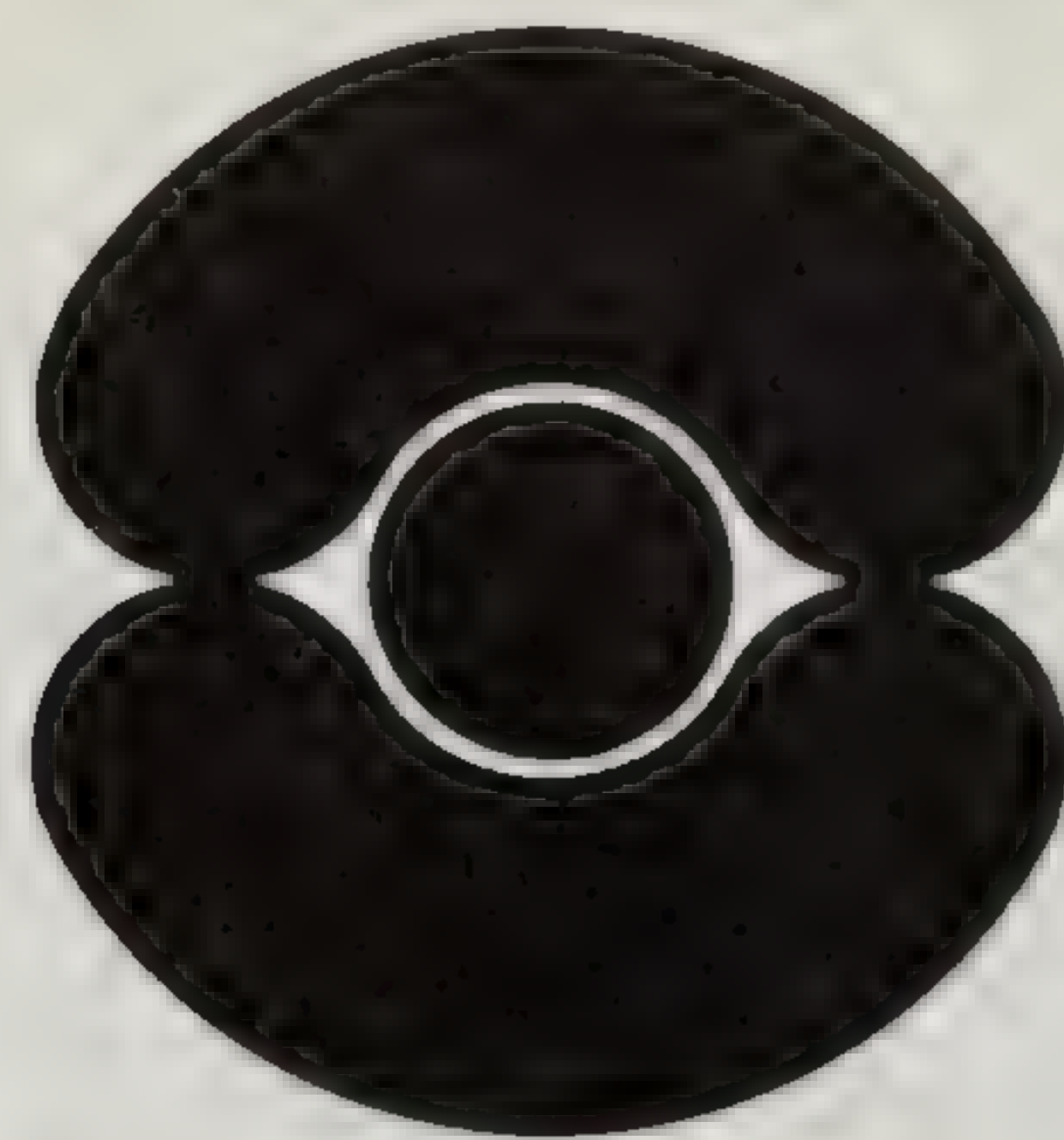




855



859



863



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864



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866



① circles



867



871



875



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872



876



869



873



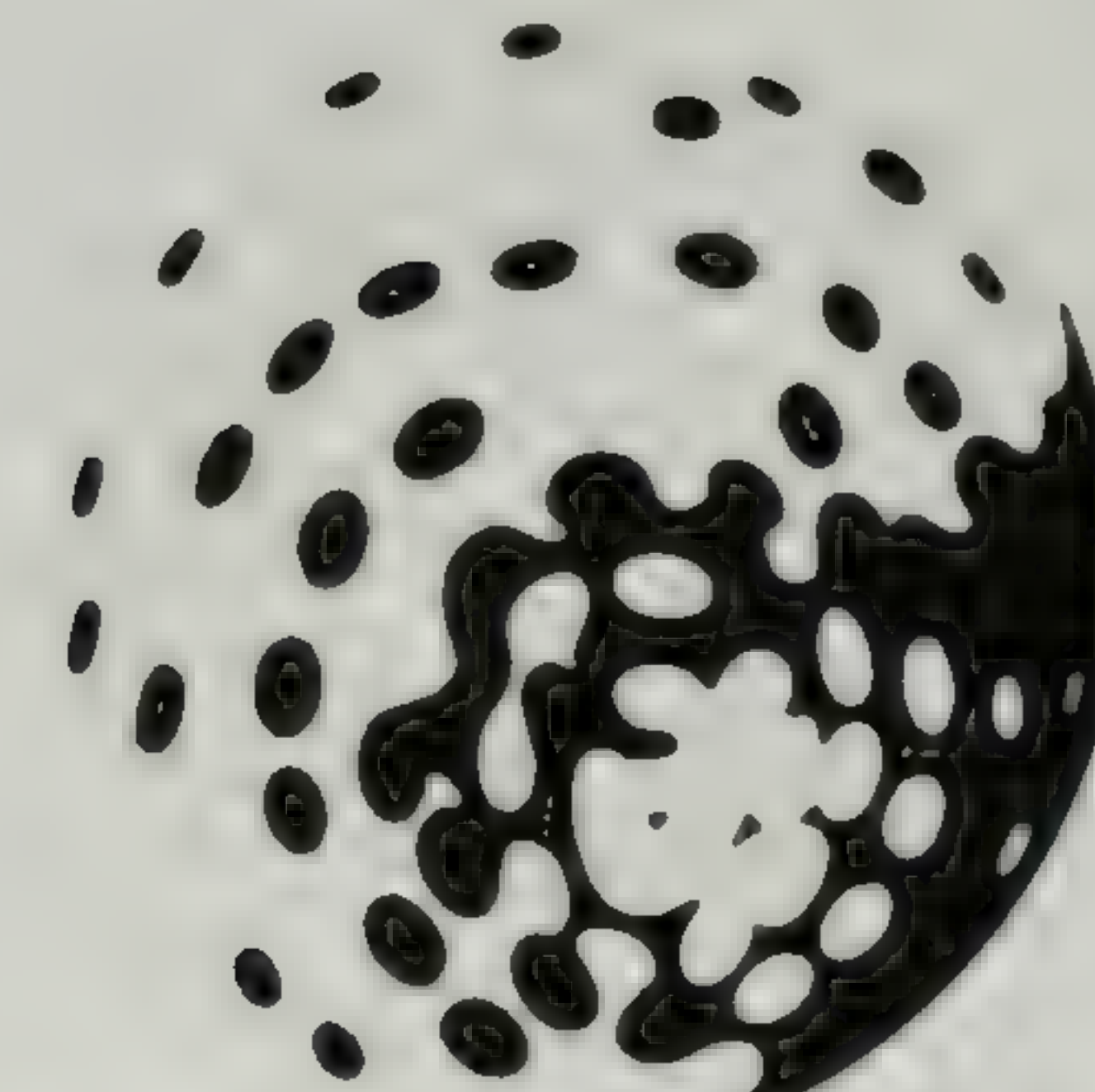
877



870



874



878





879

② circles



880



881



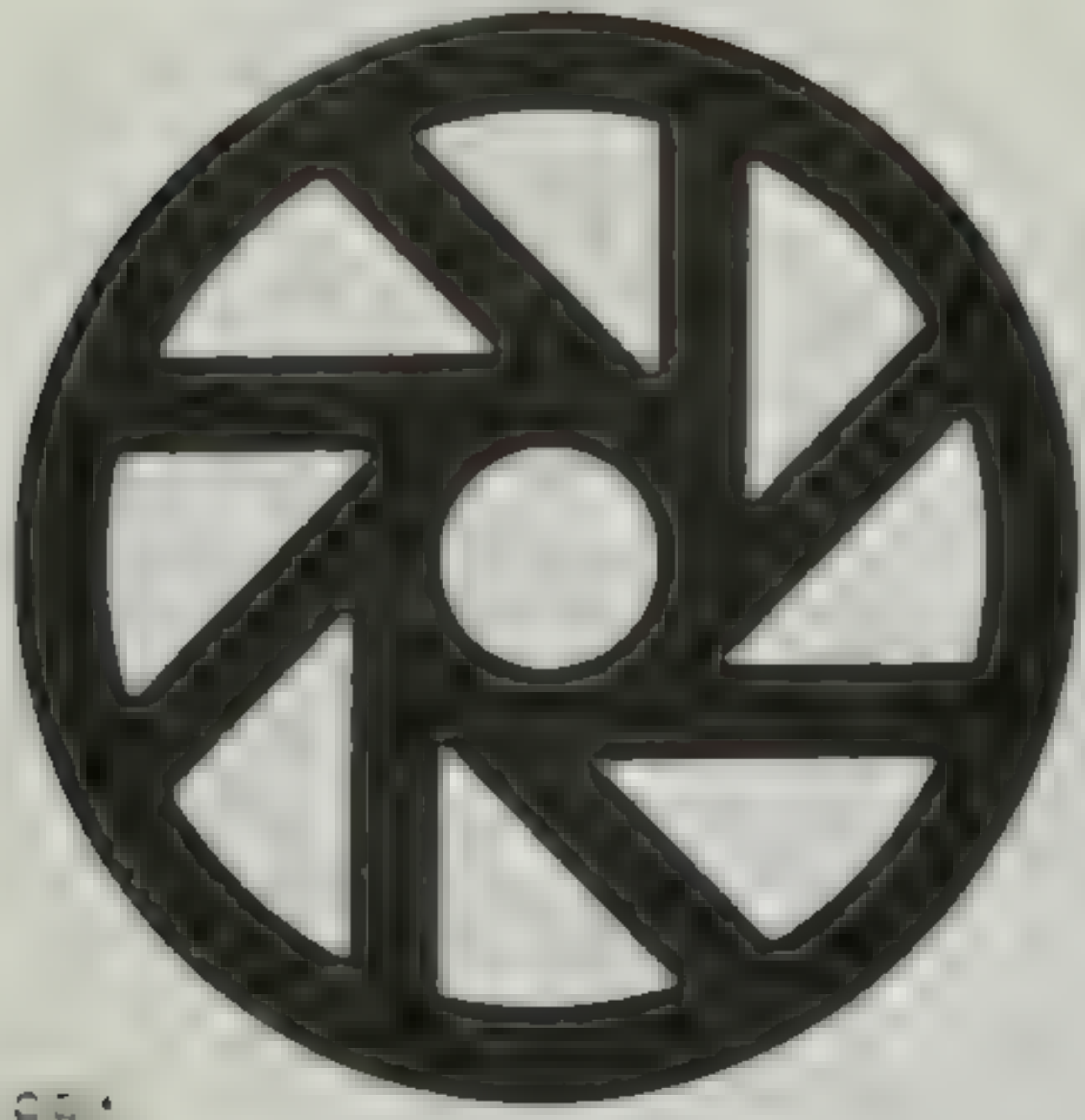
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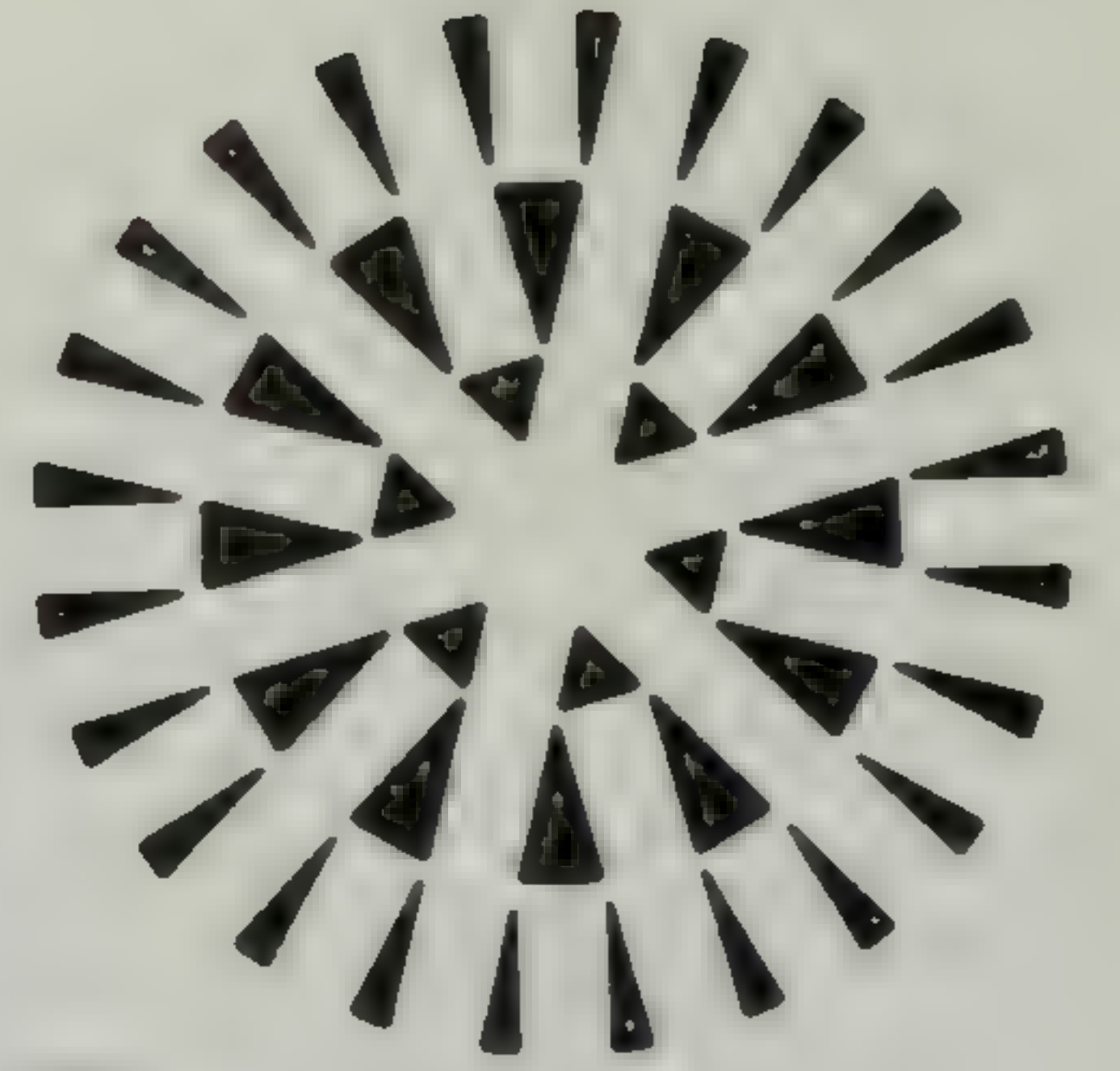
2 circles



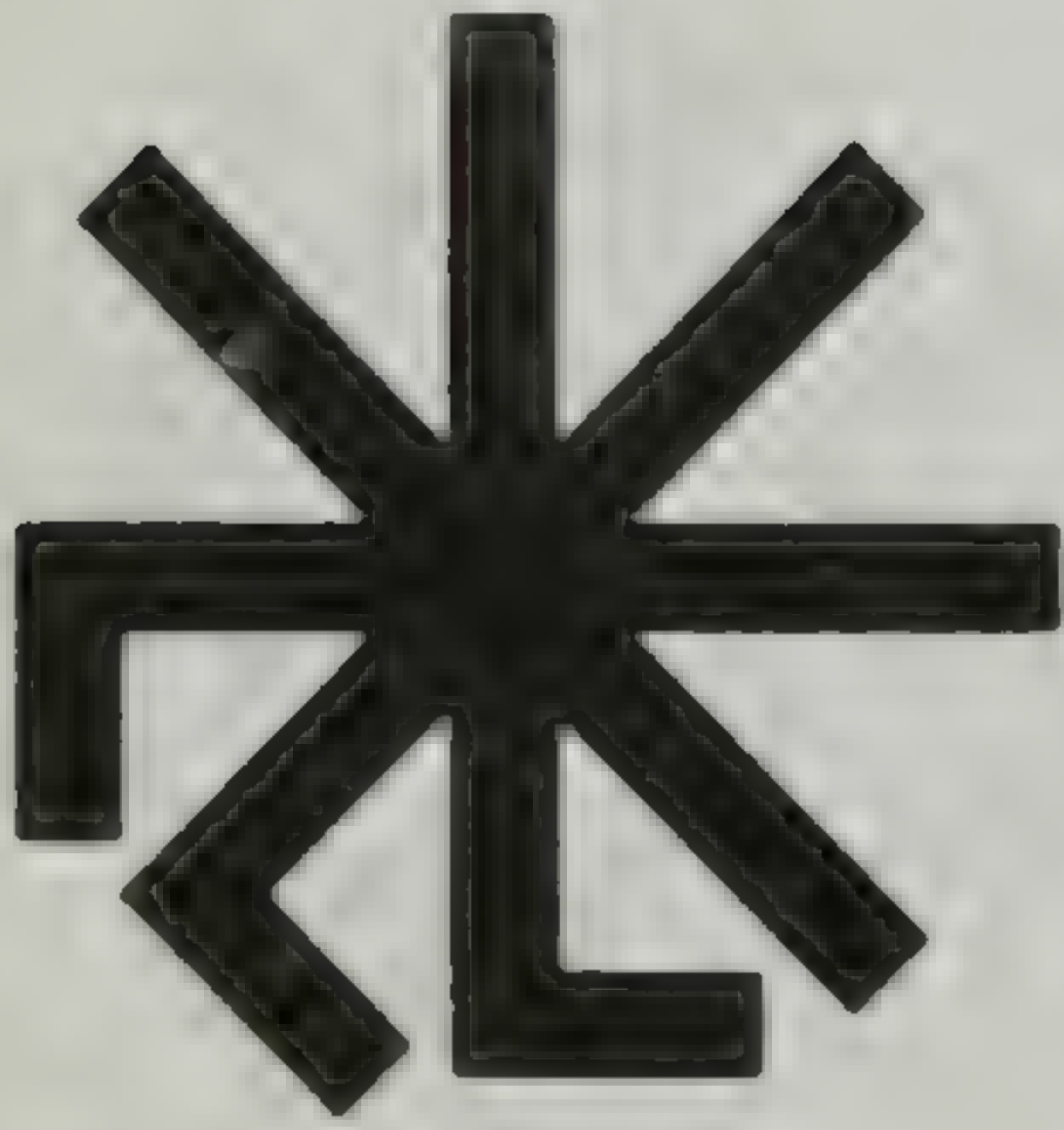
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888



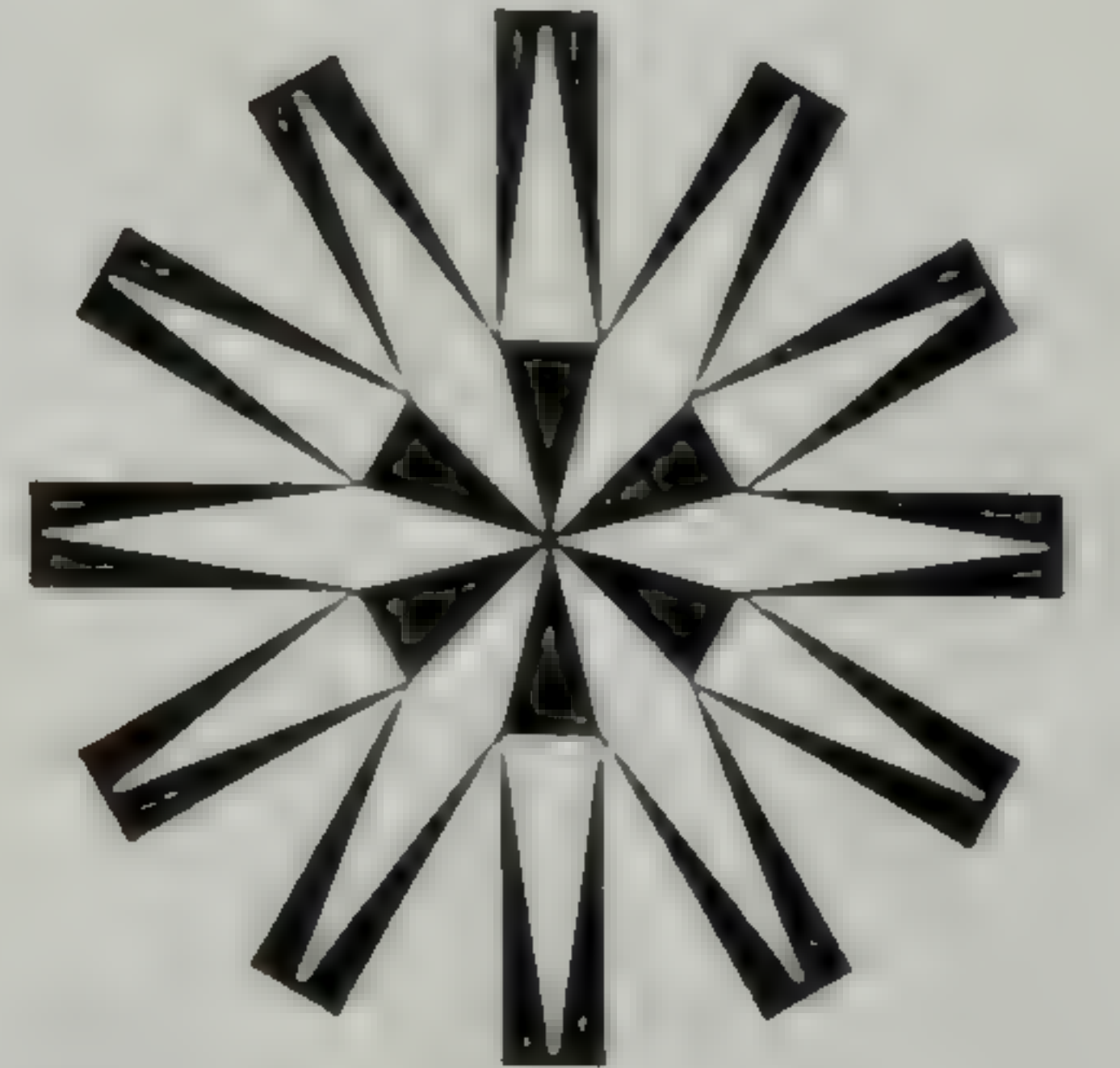
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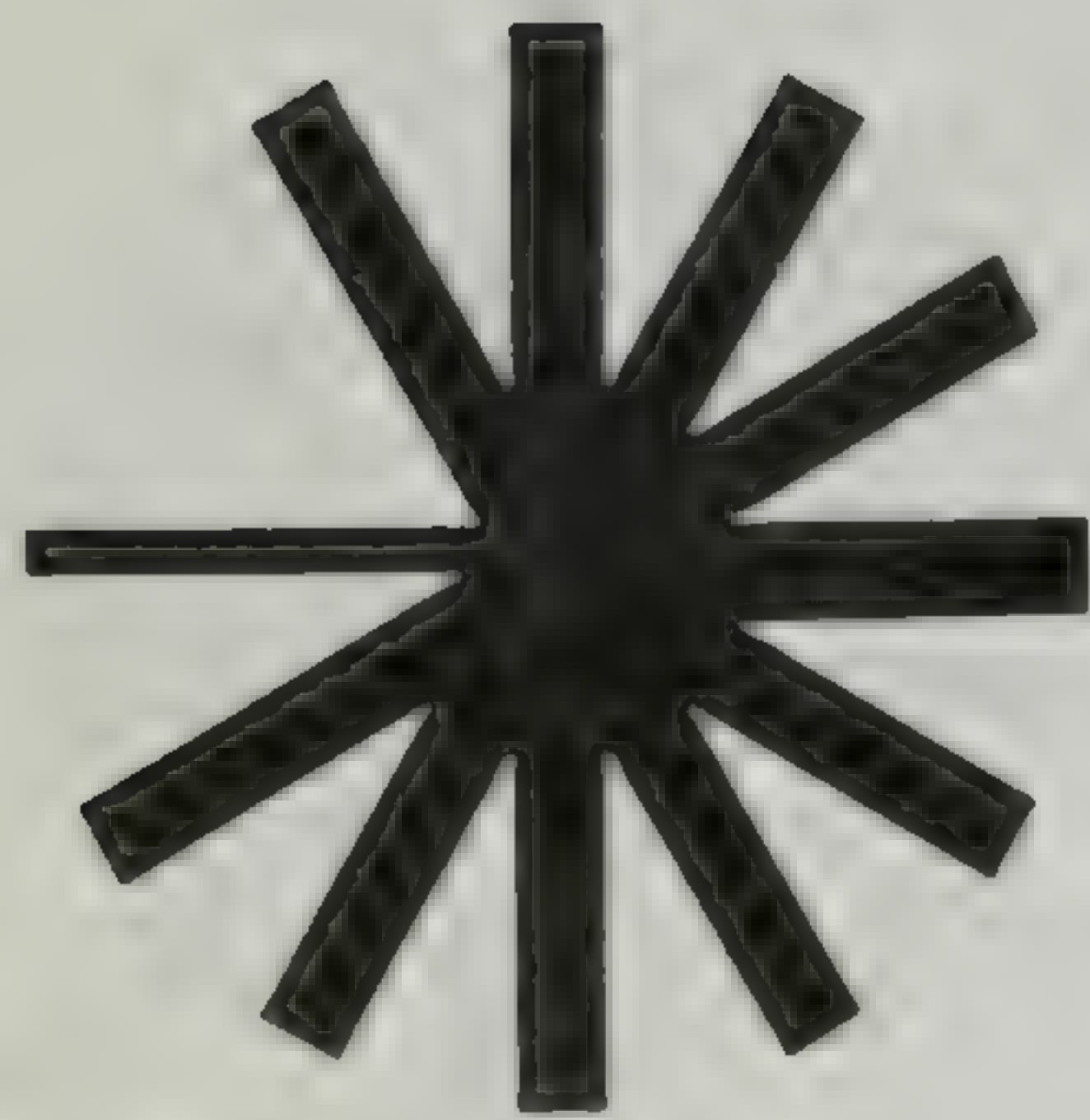
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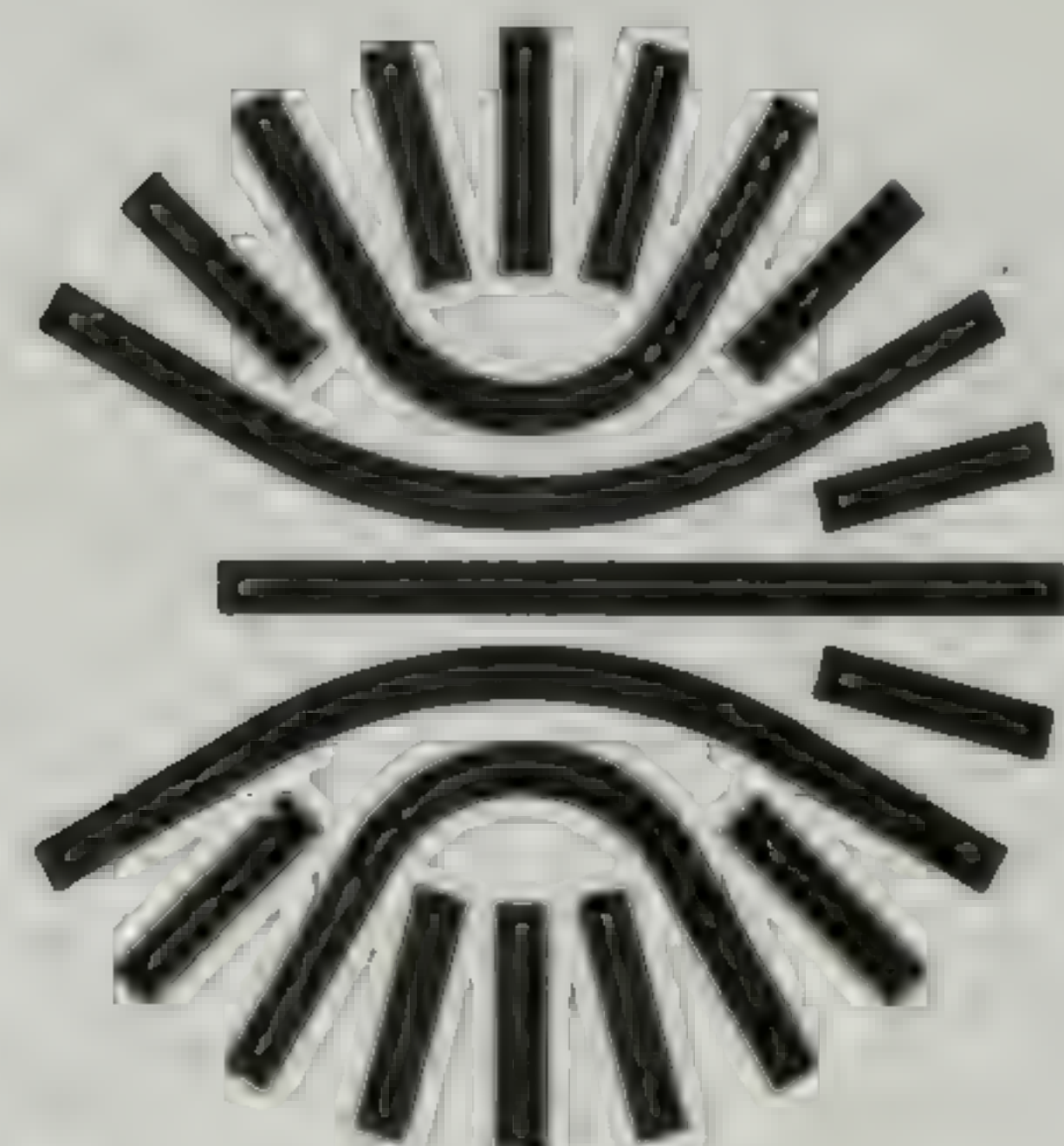
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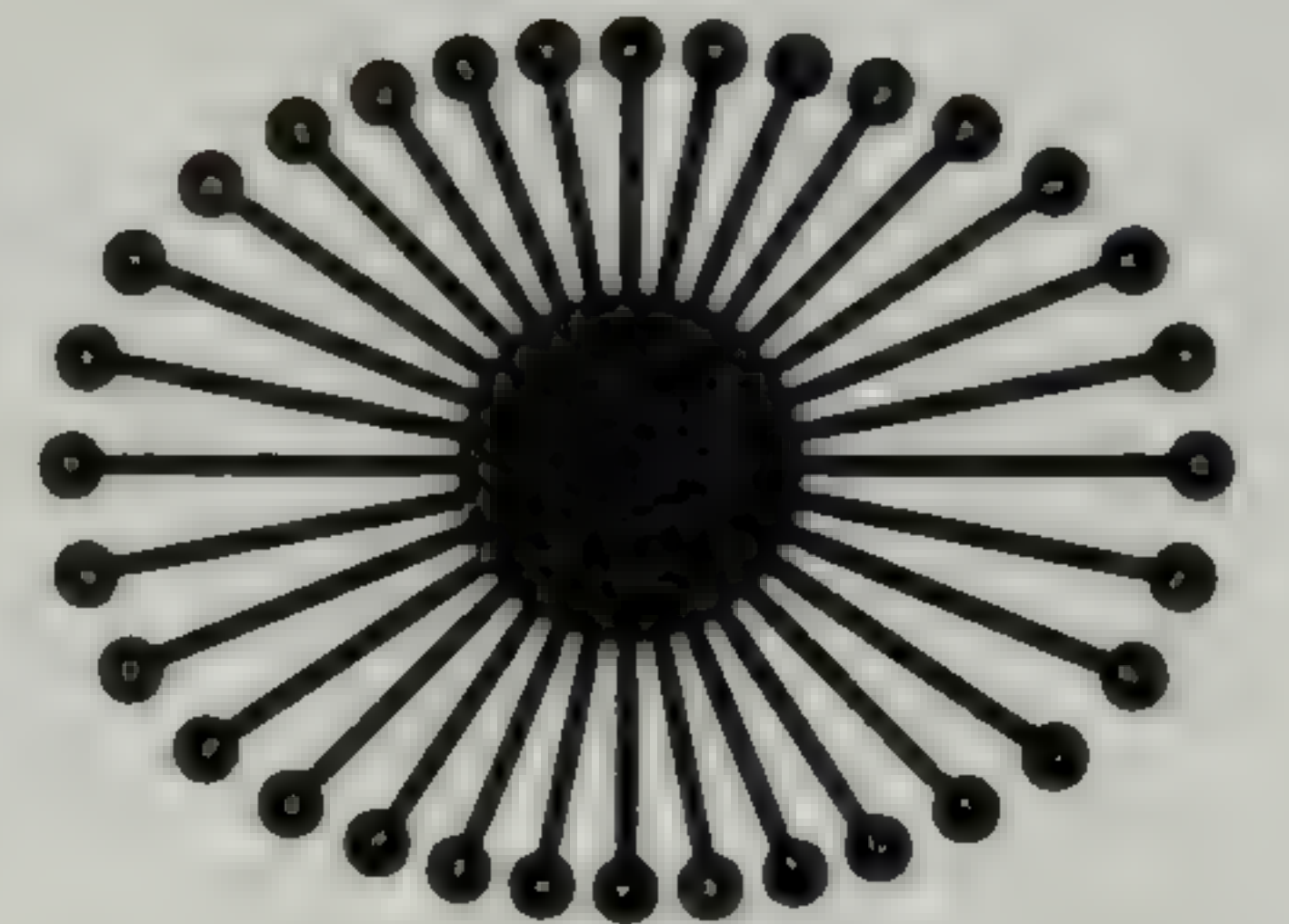
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887

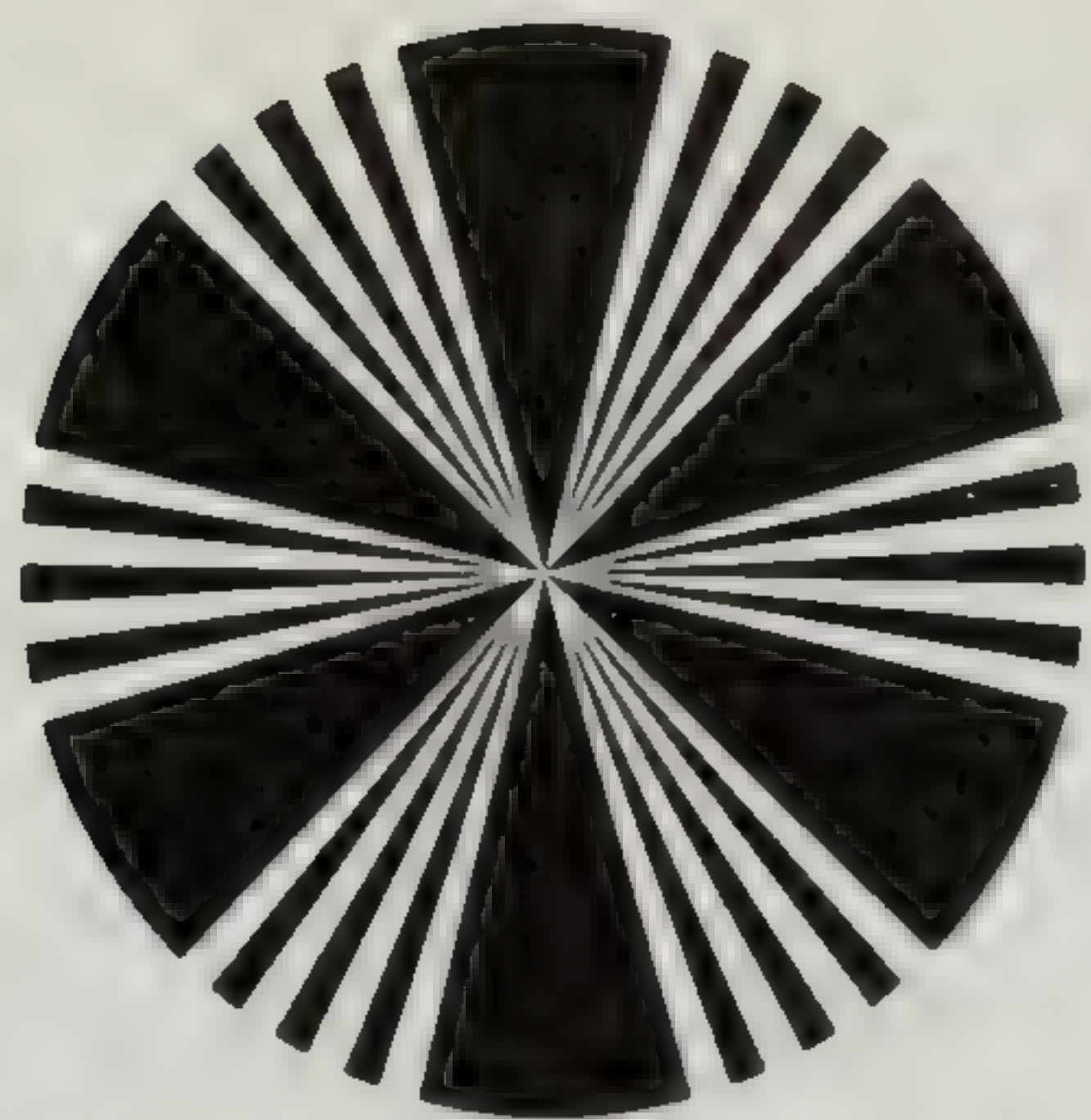


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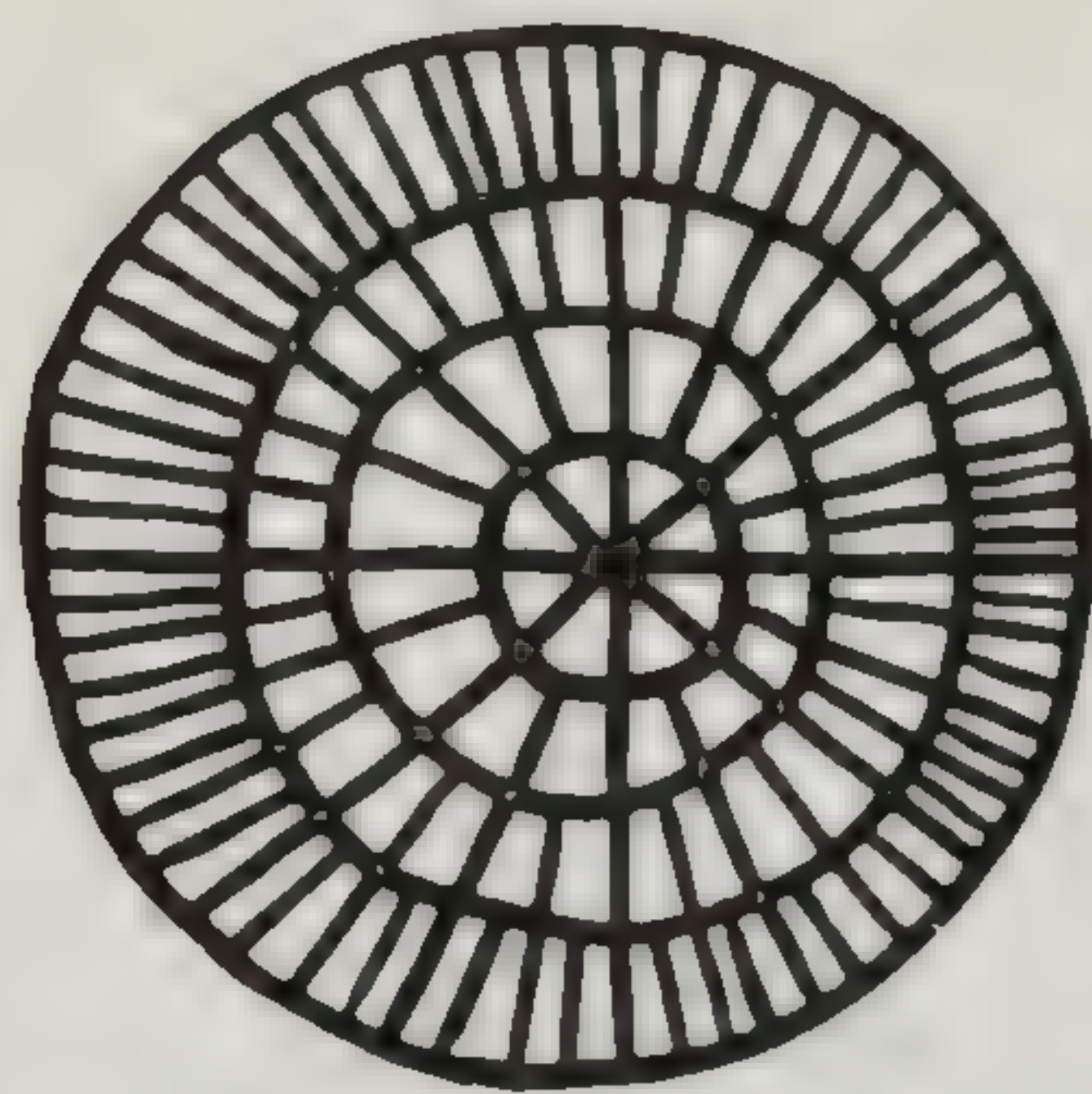


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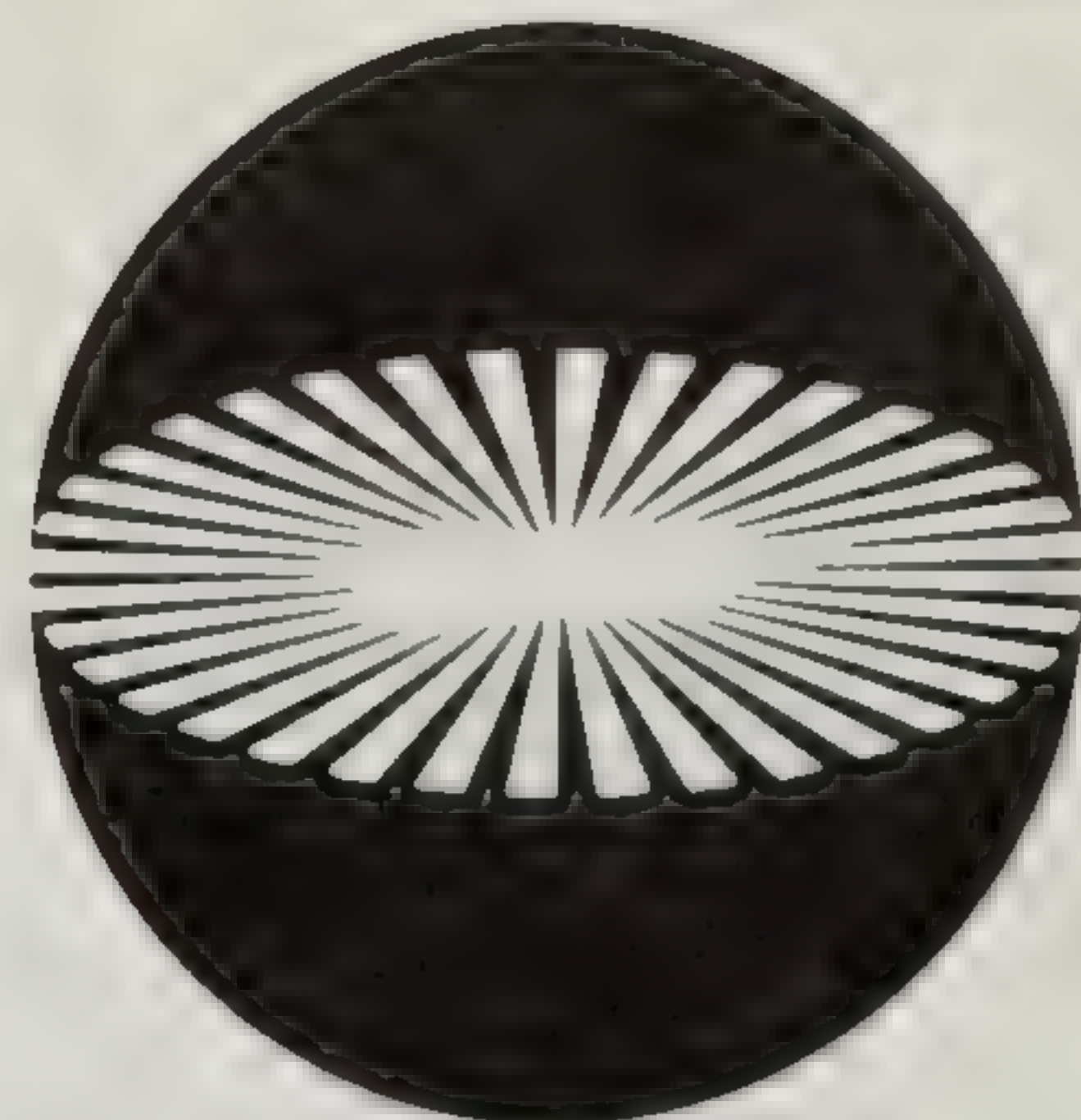




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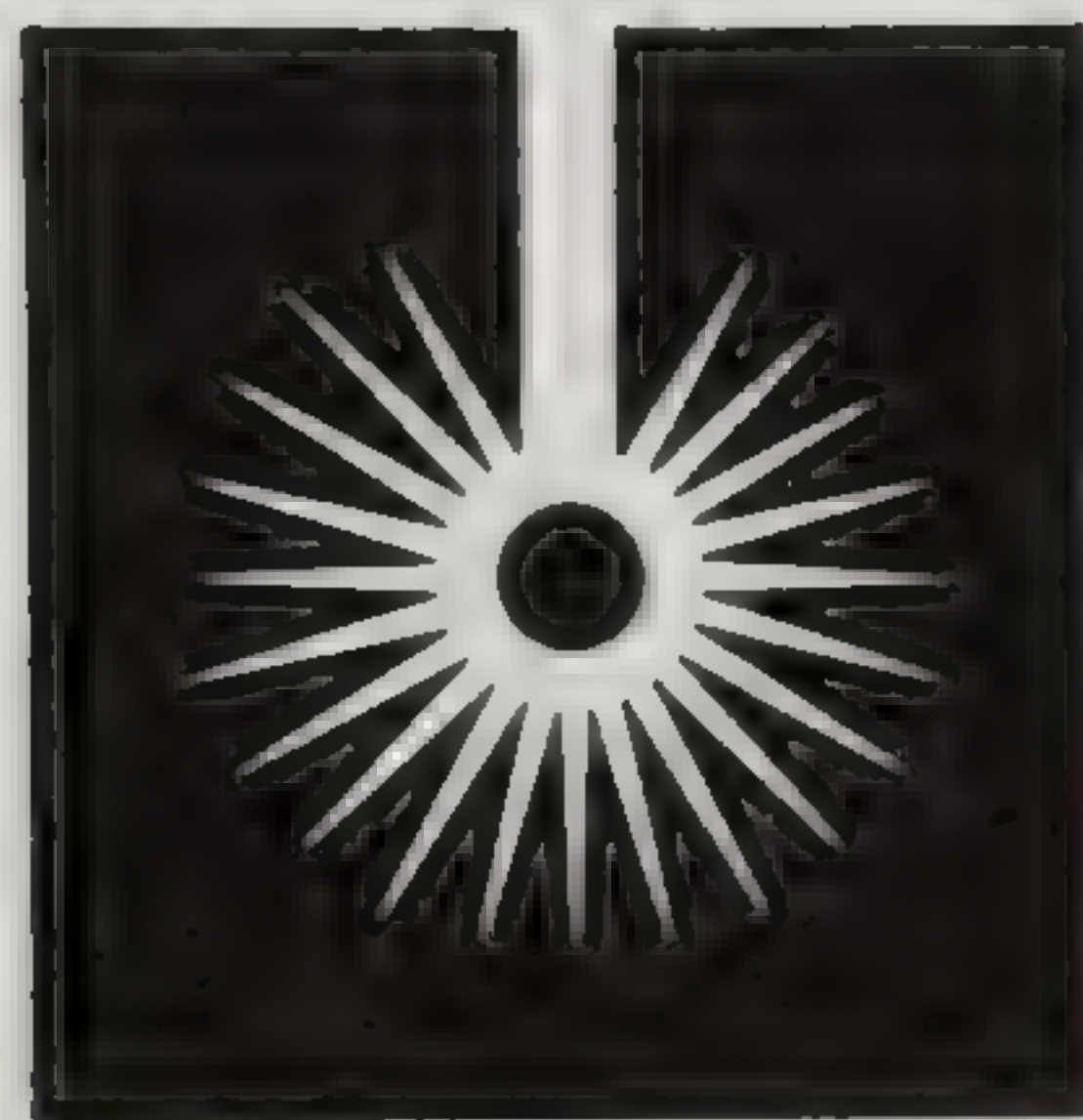
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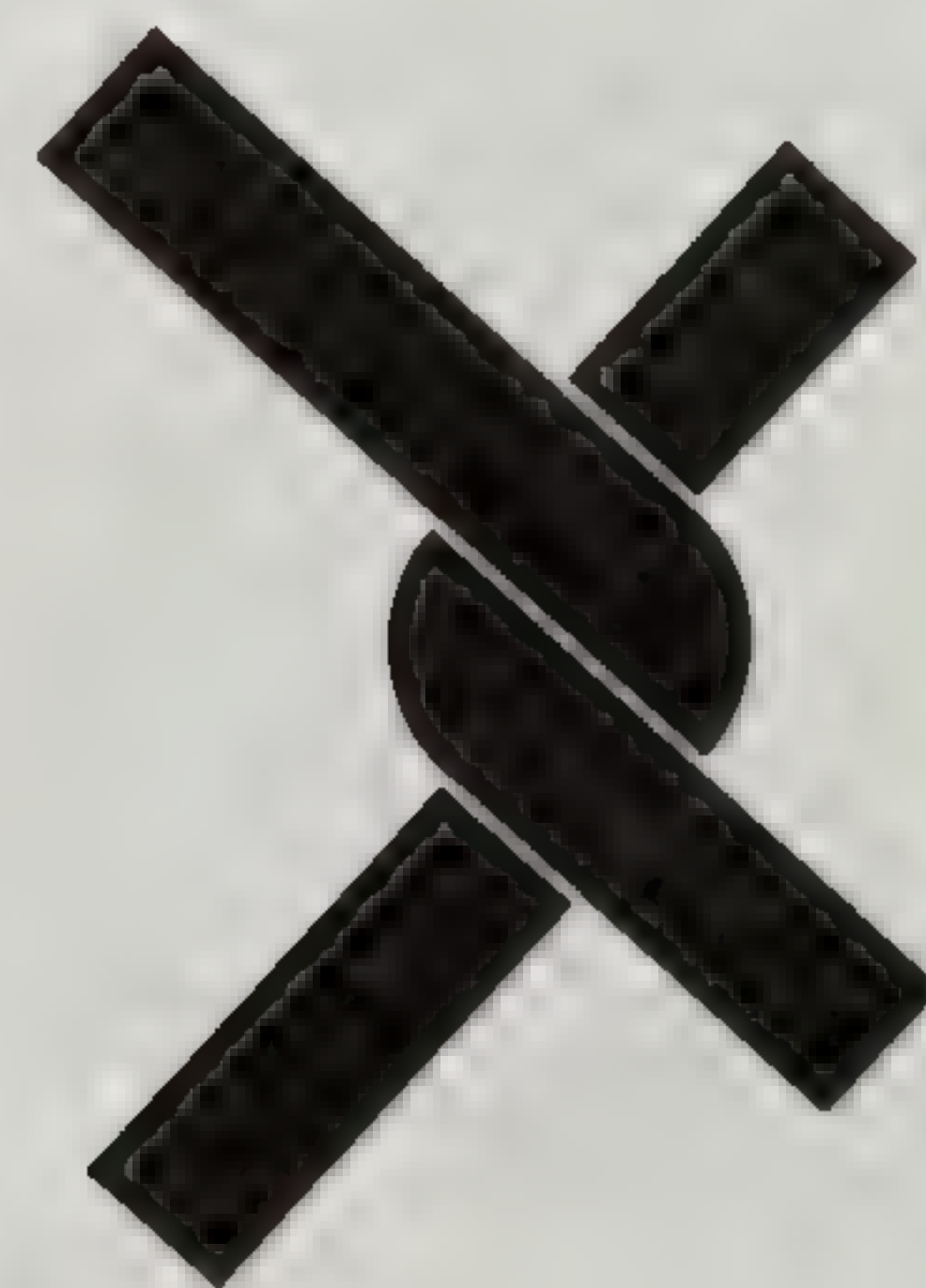
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897



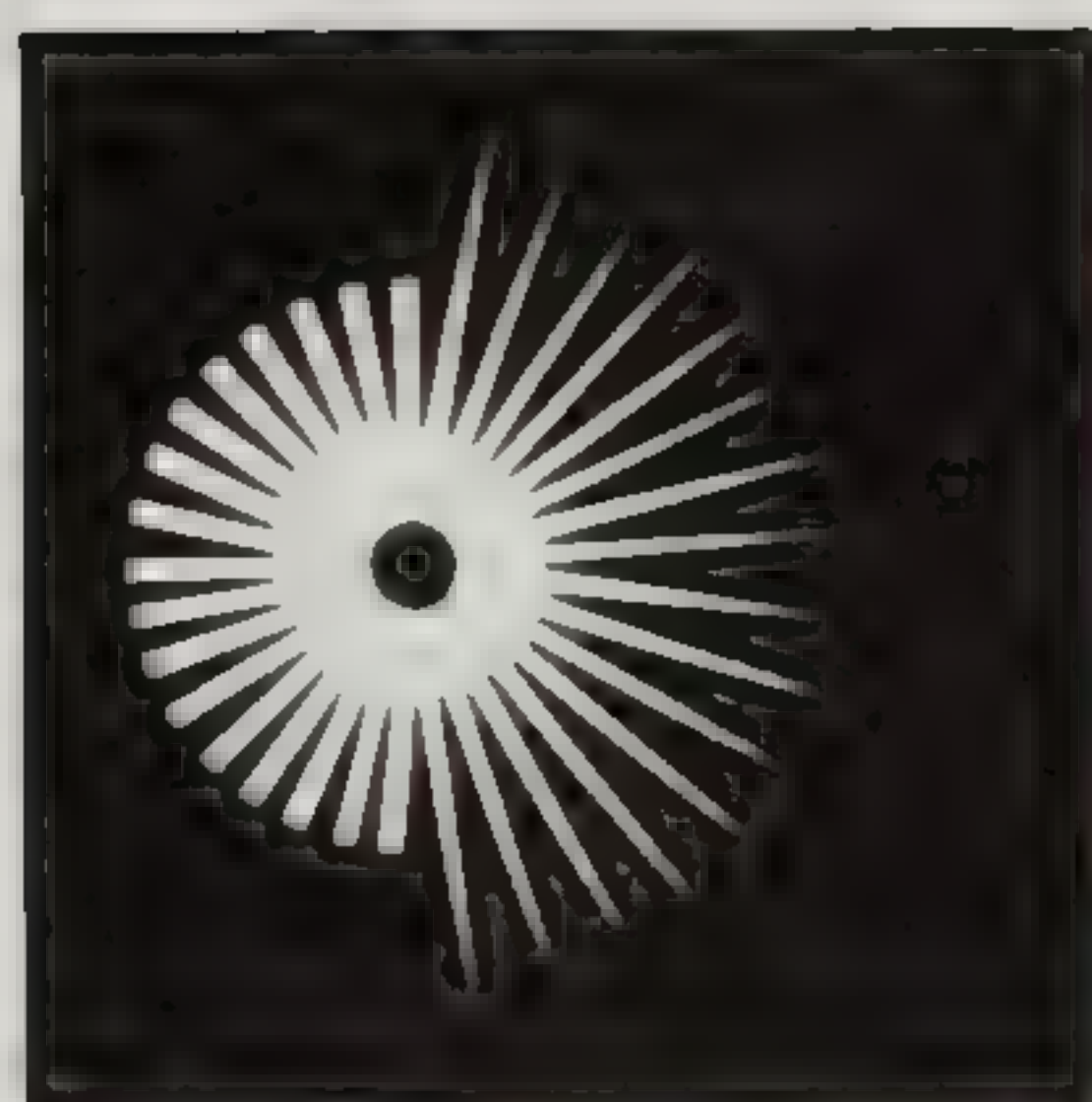
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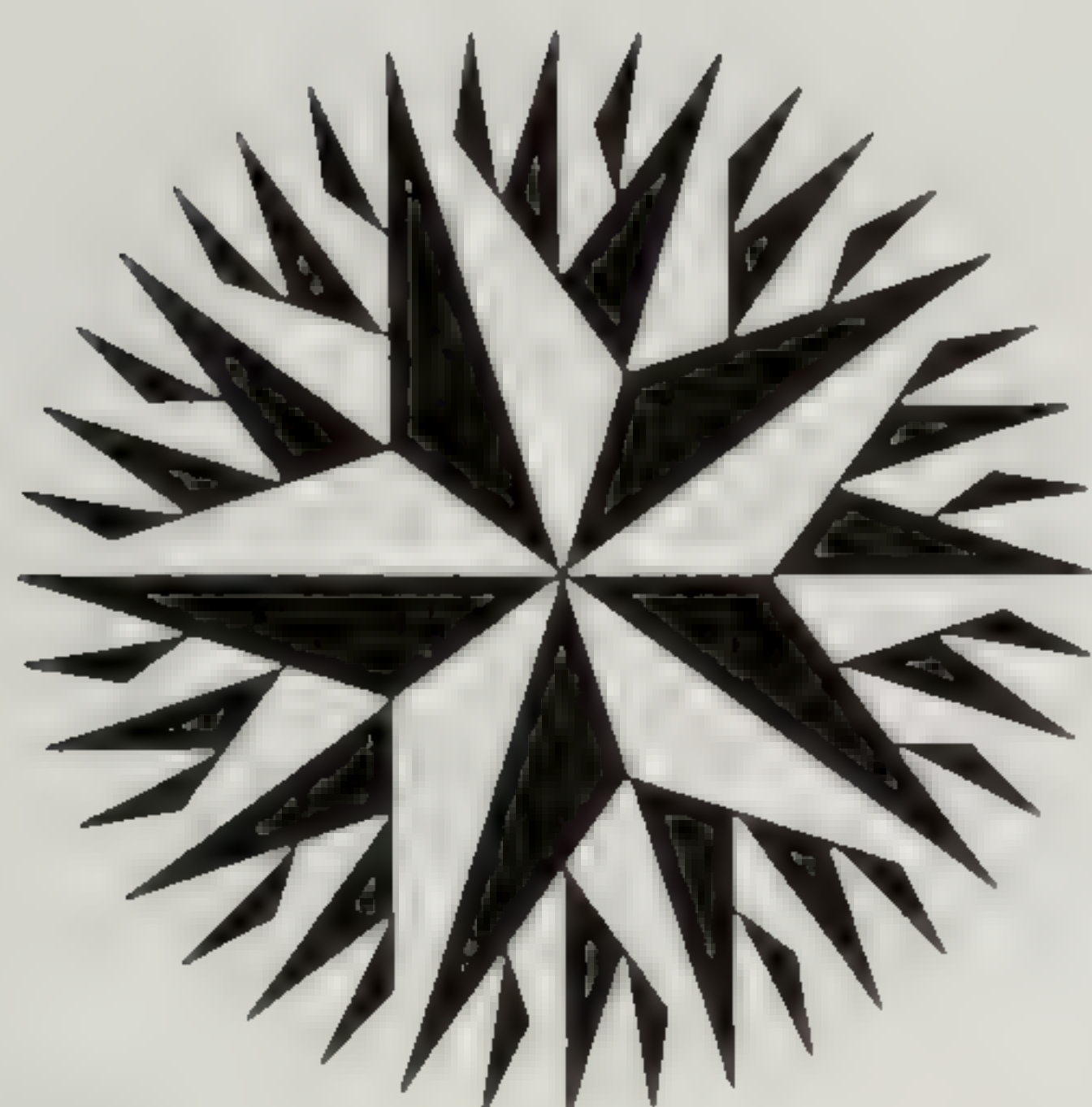
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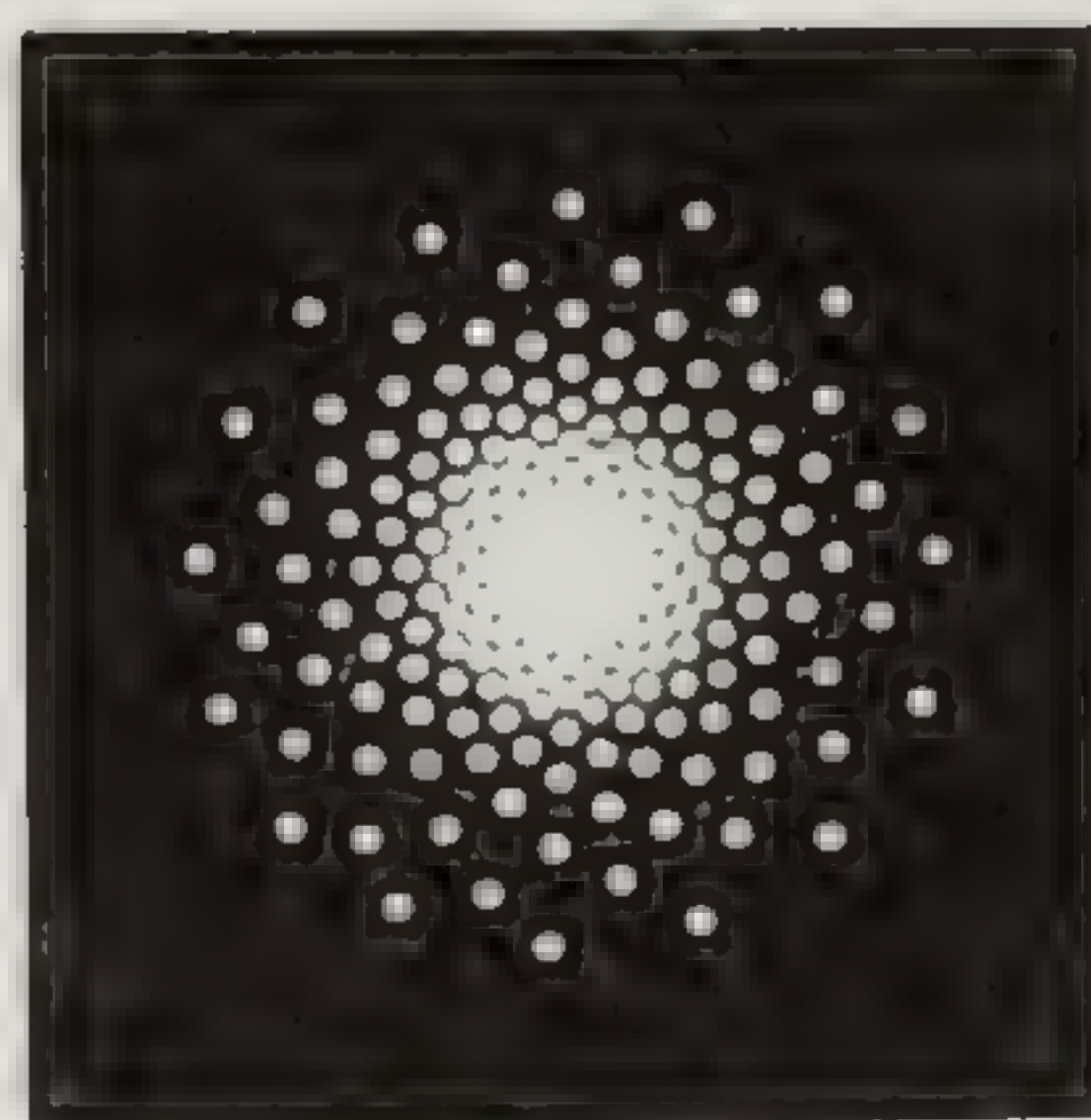
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906



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907

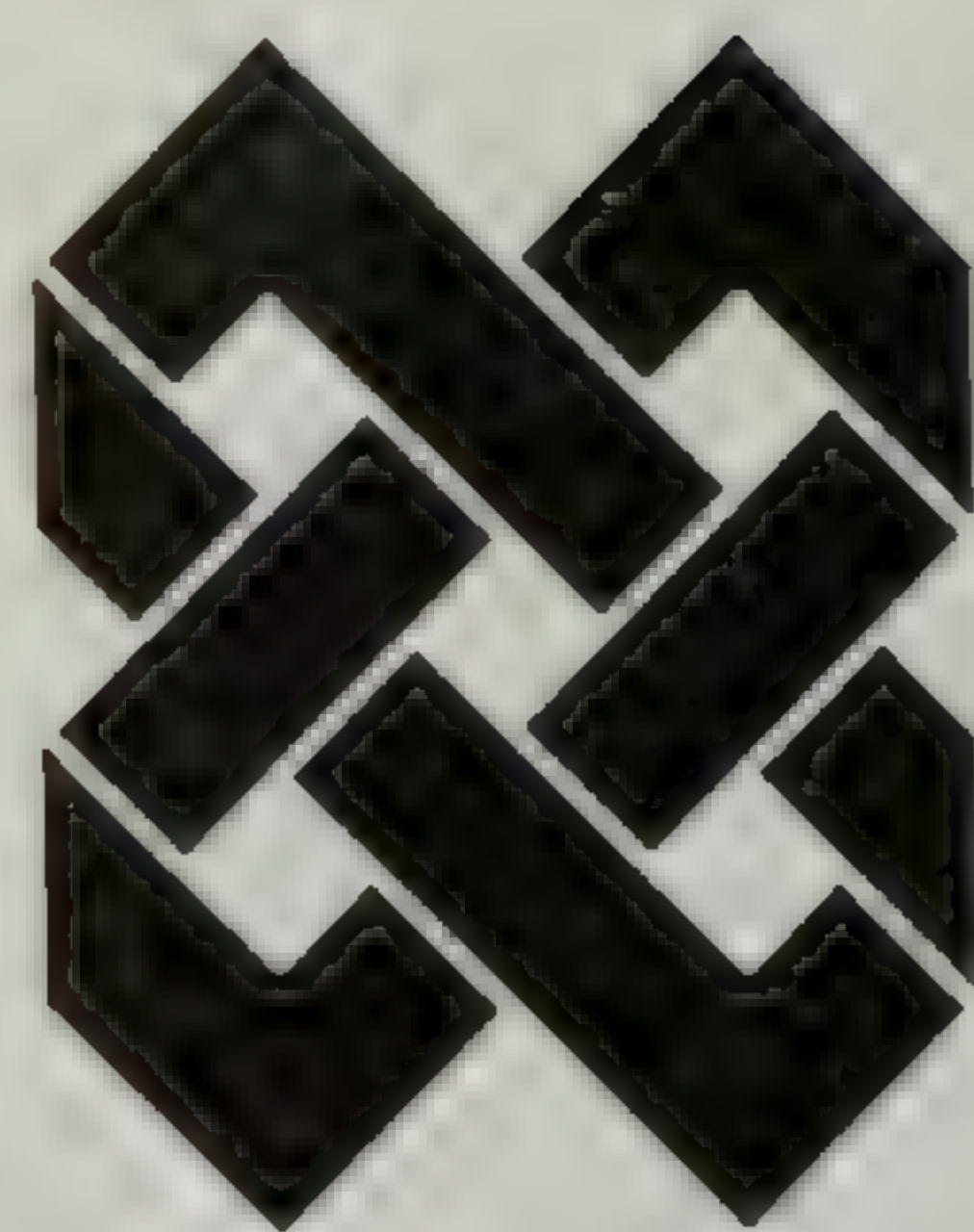




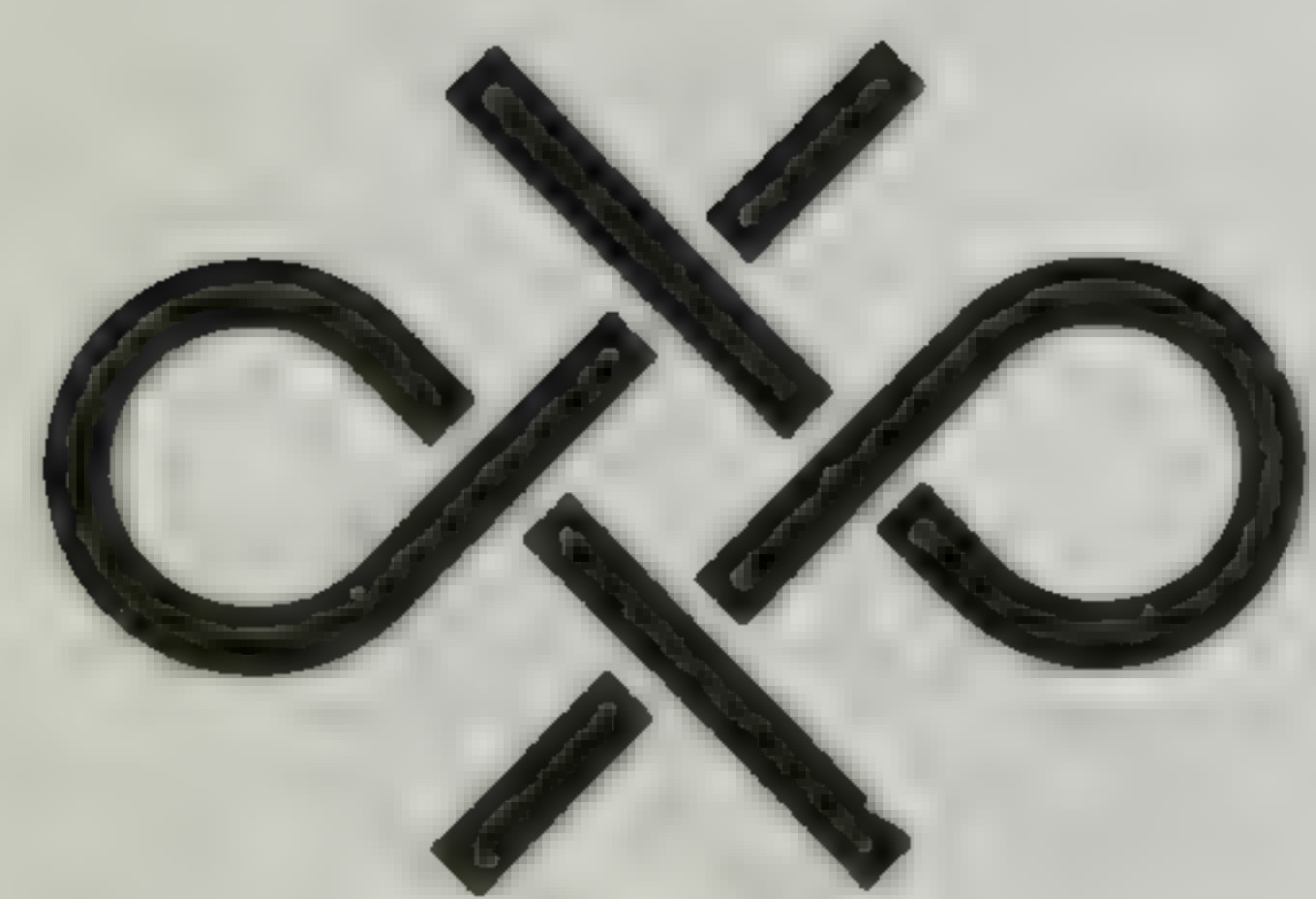
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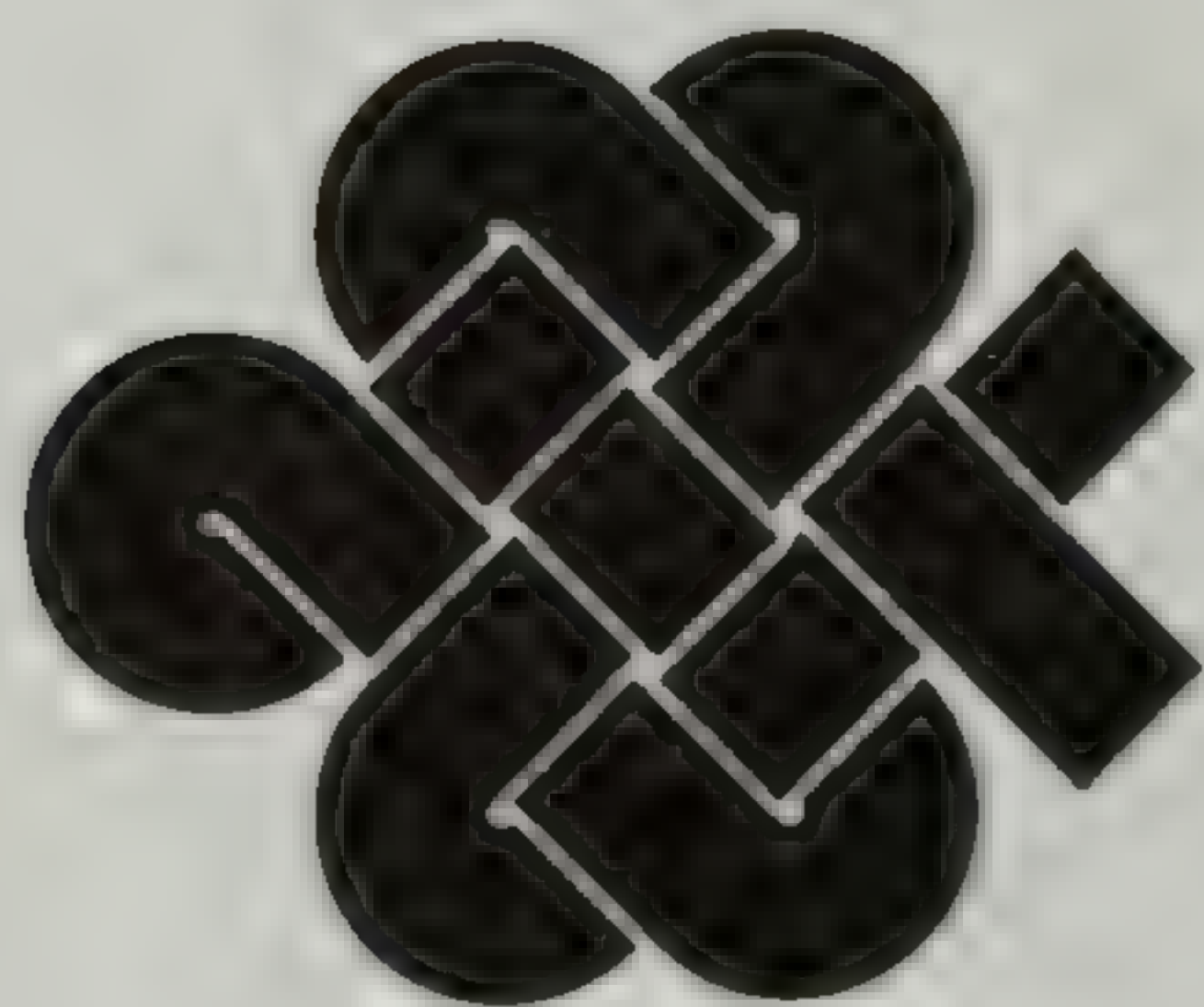
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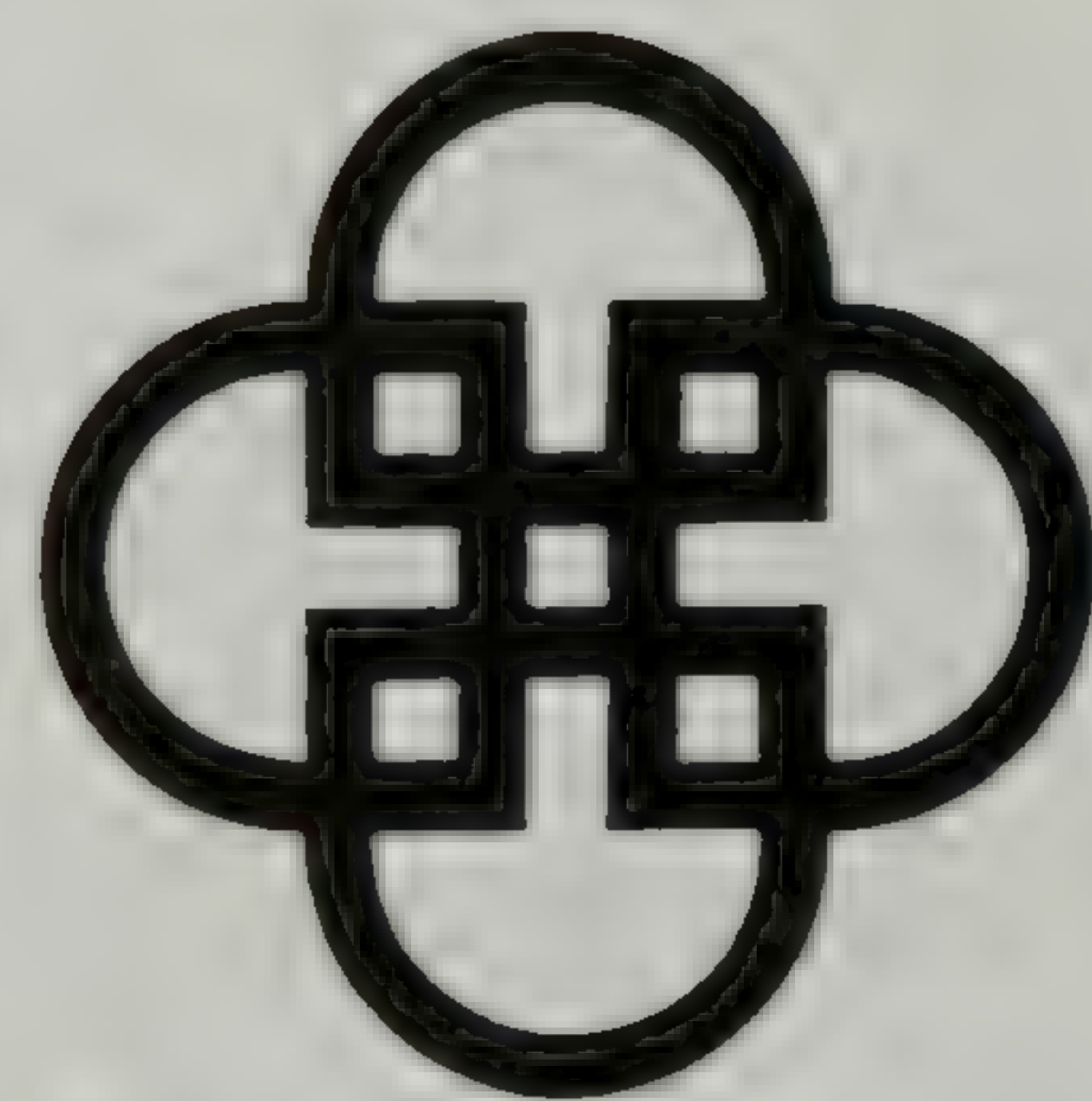
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911



912



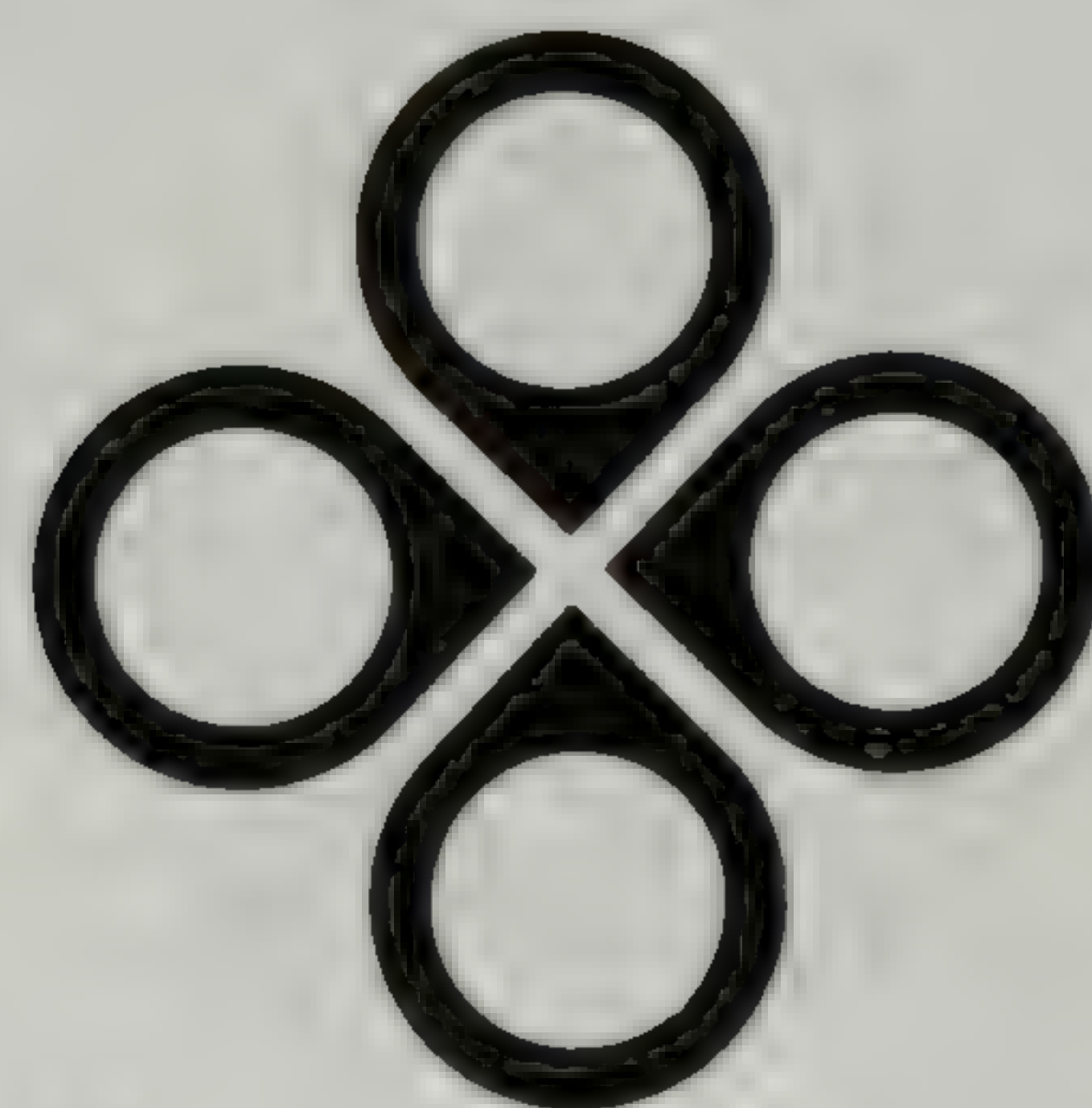
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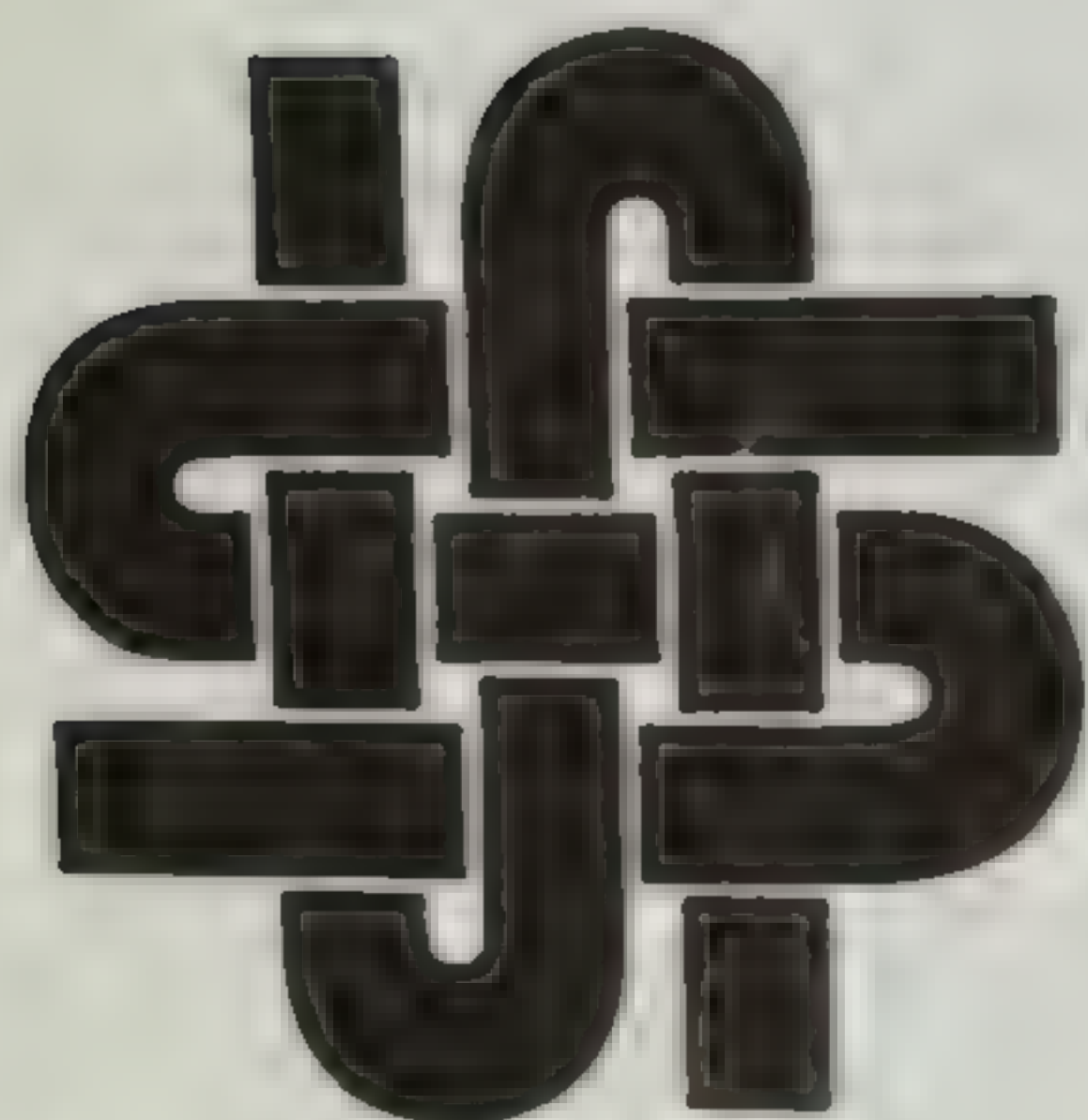
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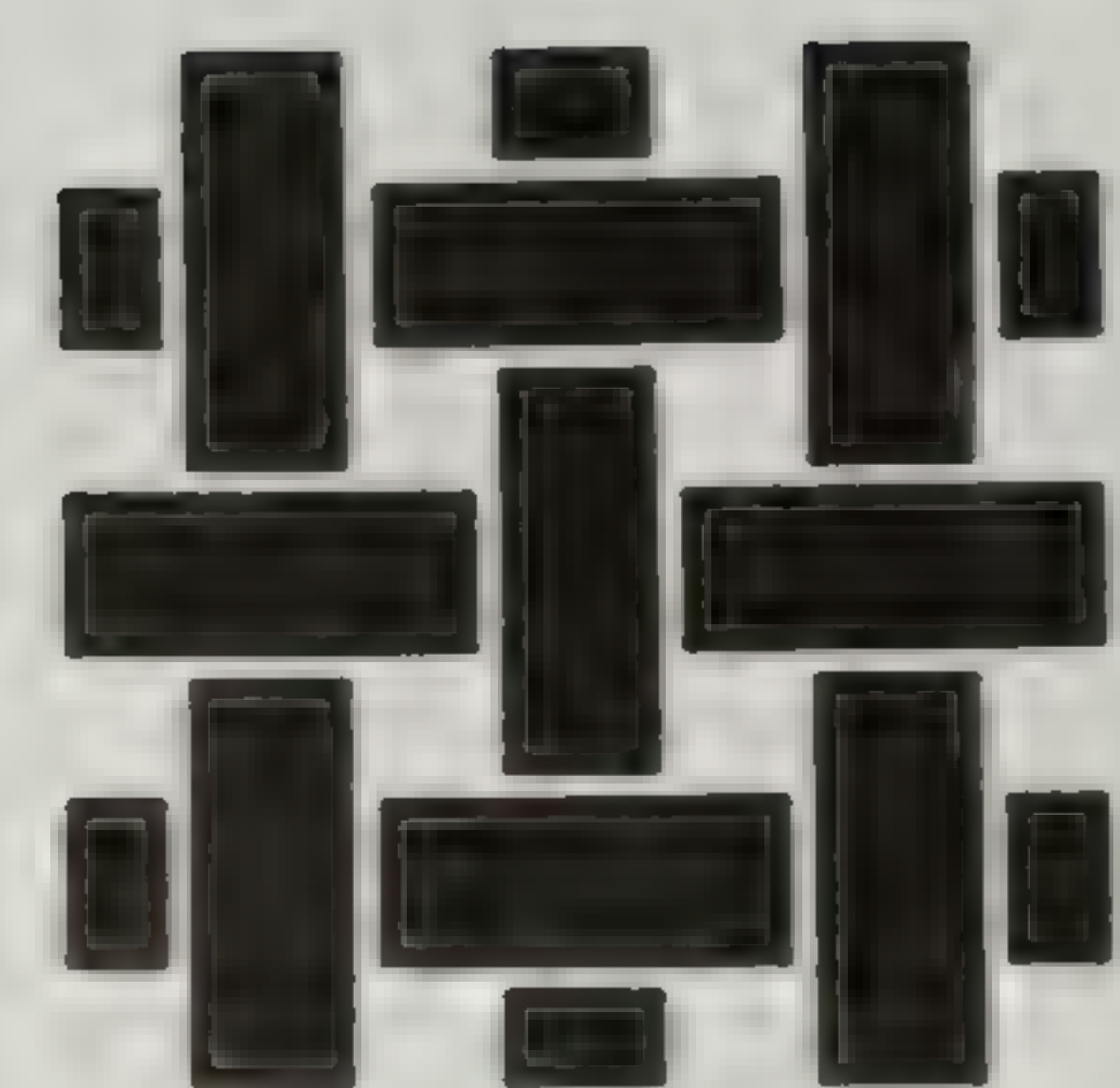
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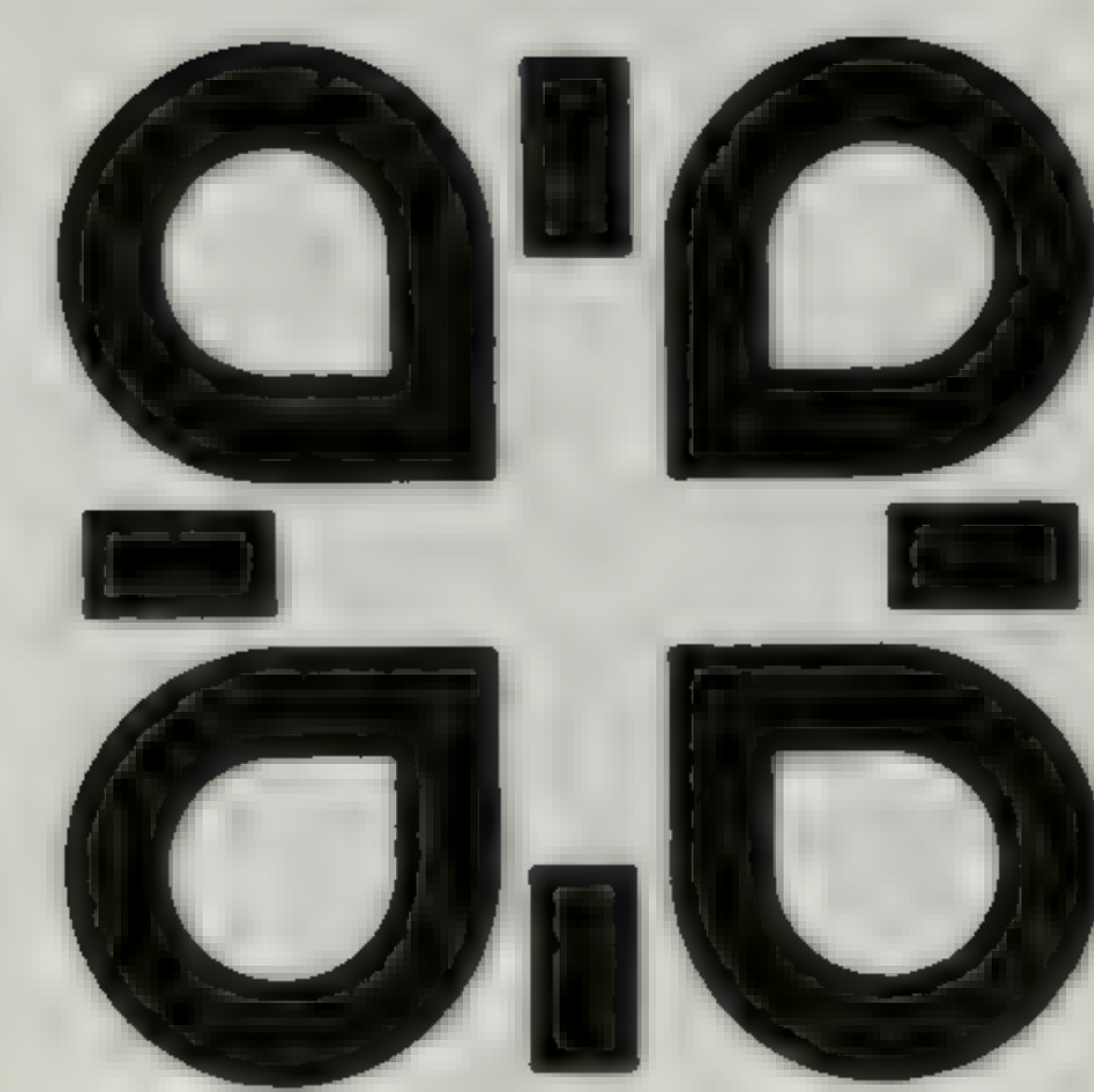
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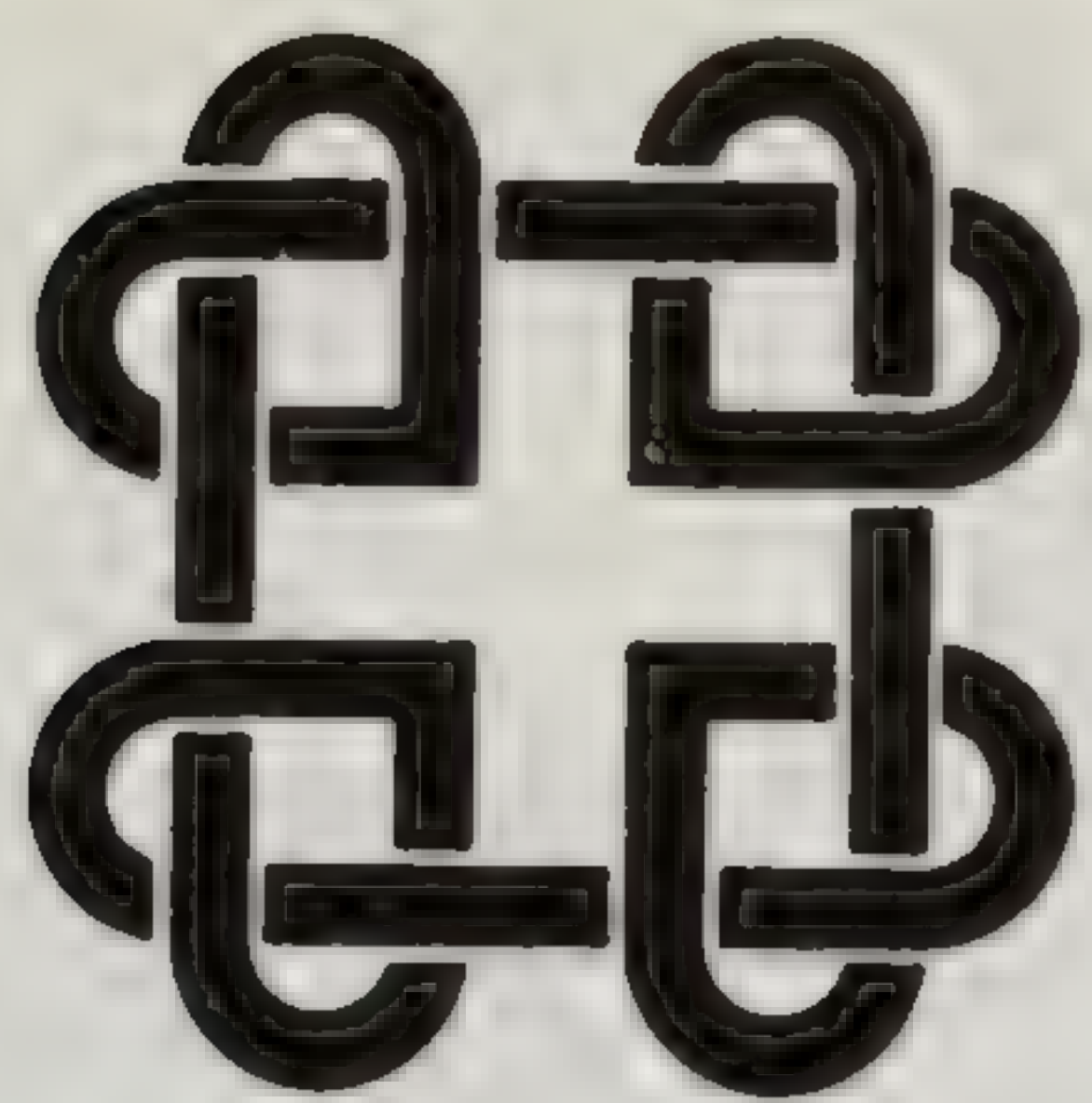


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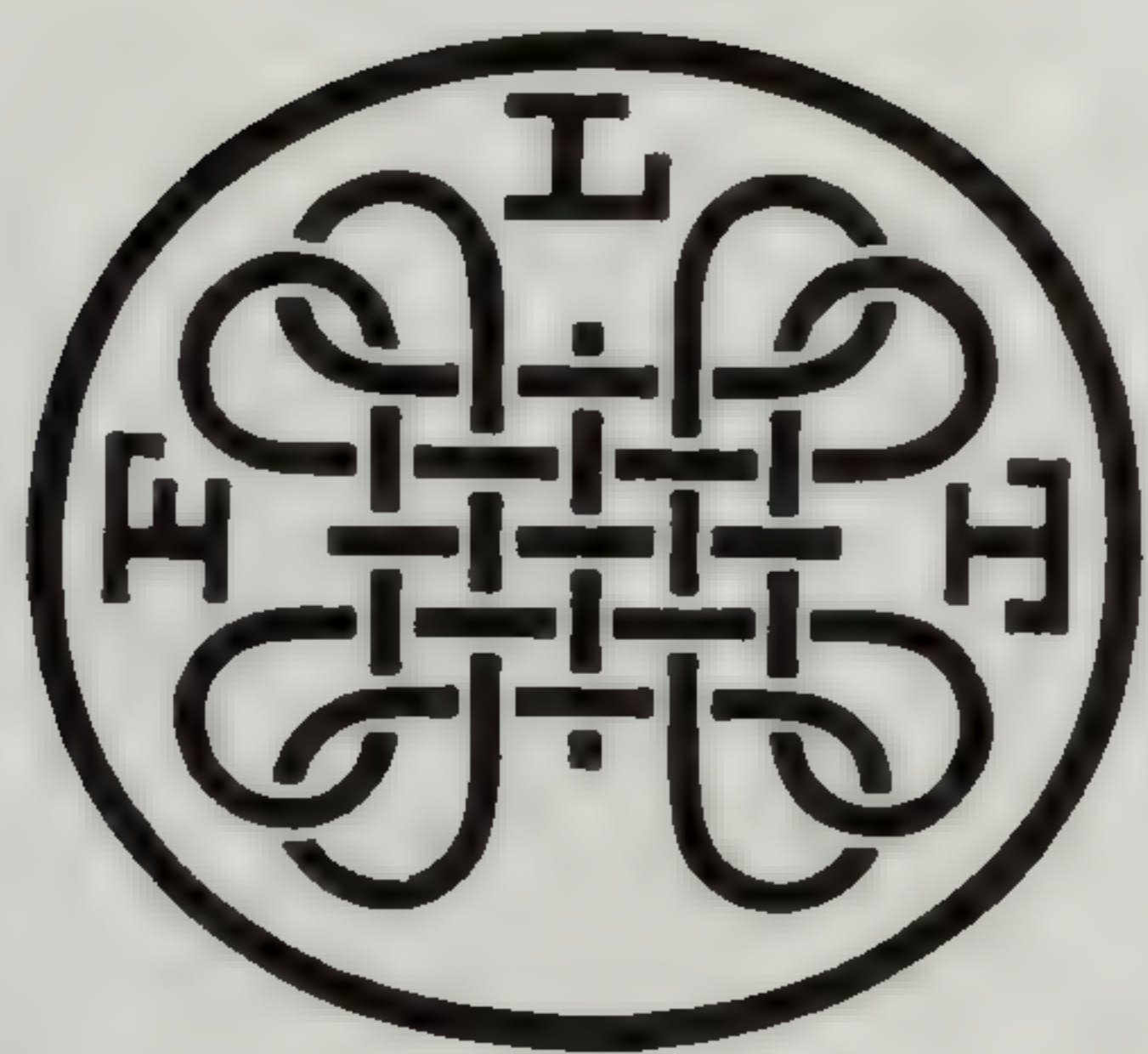
920



924



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931



2 circles



932



936



940



933



937



941



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938



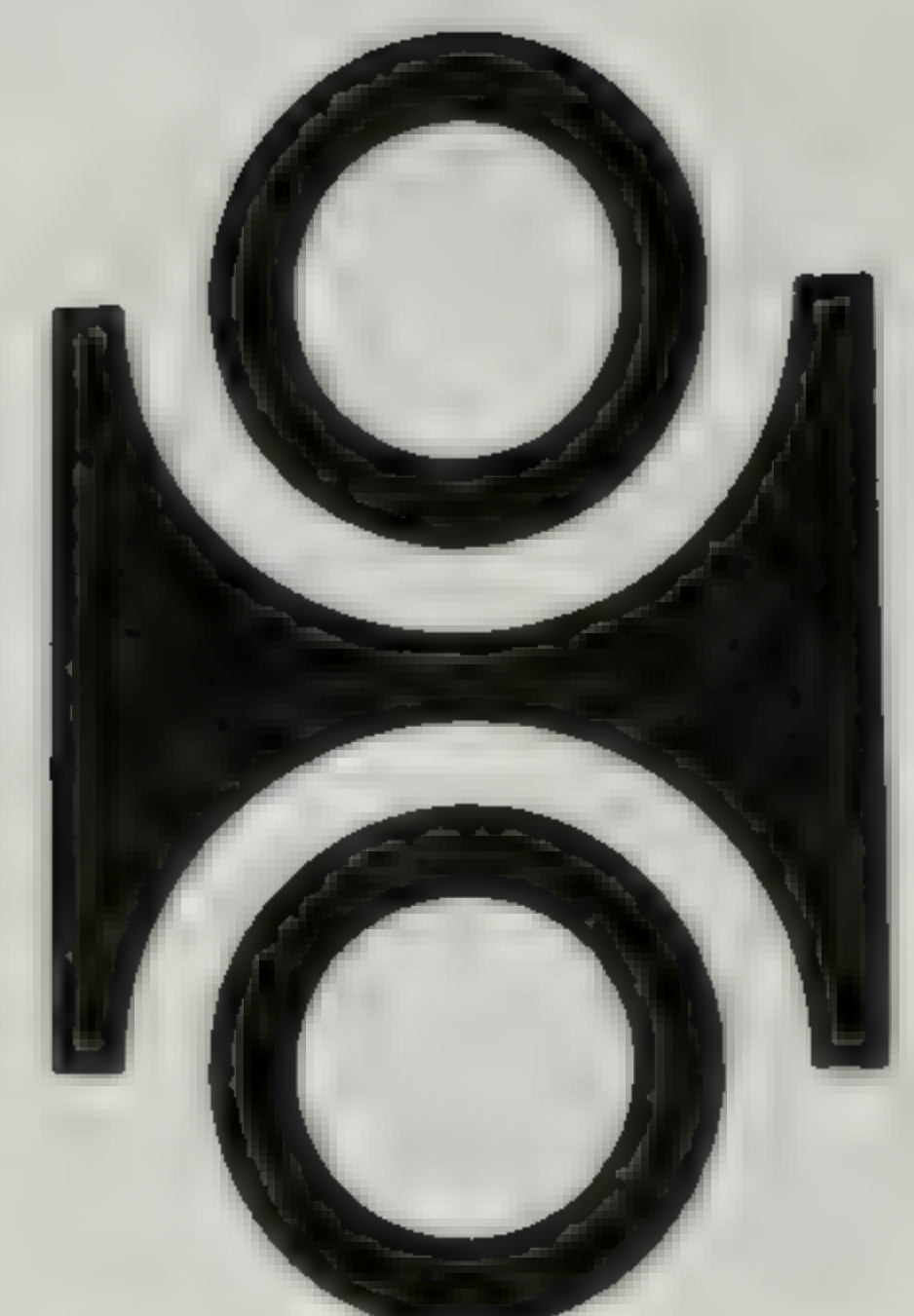
942



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951



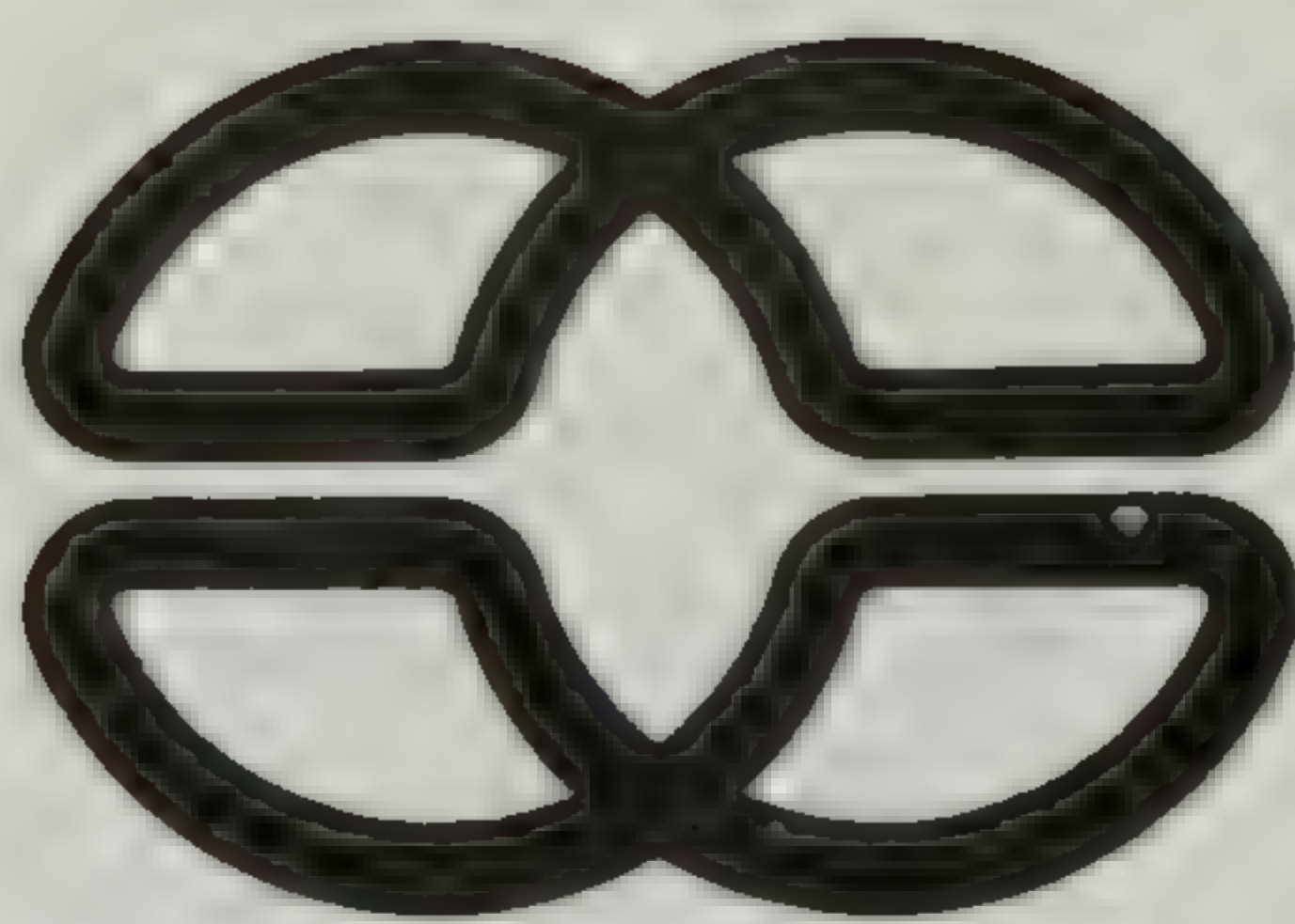
955



2 circles



956



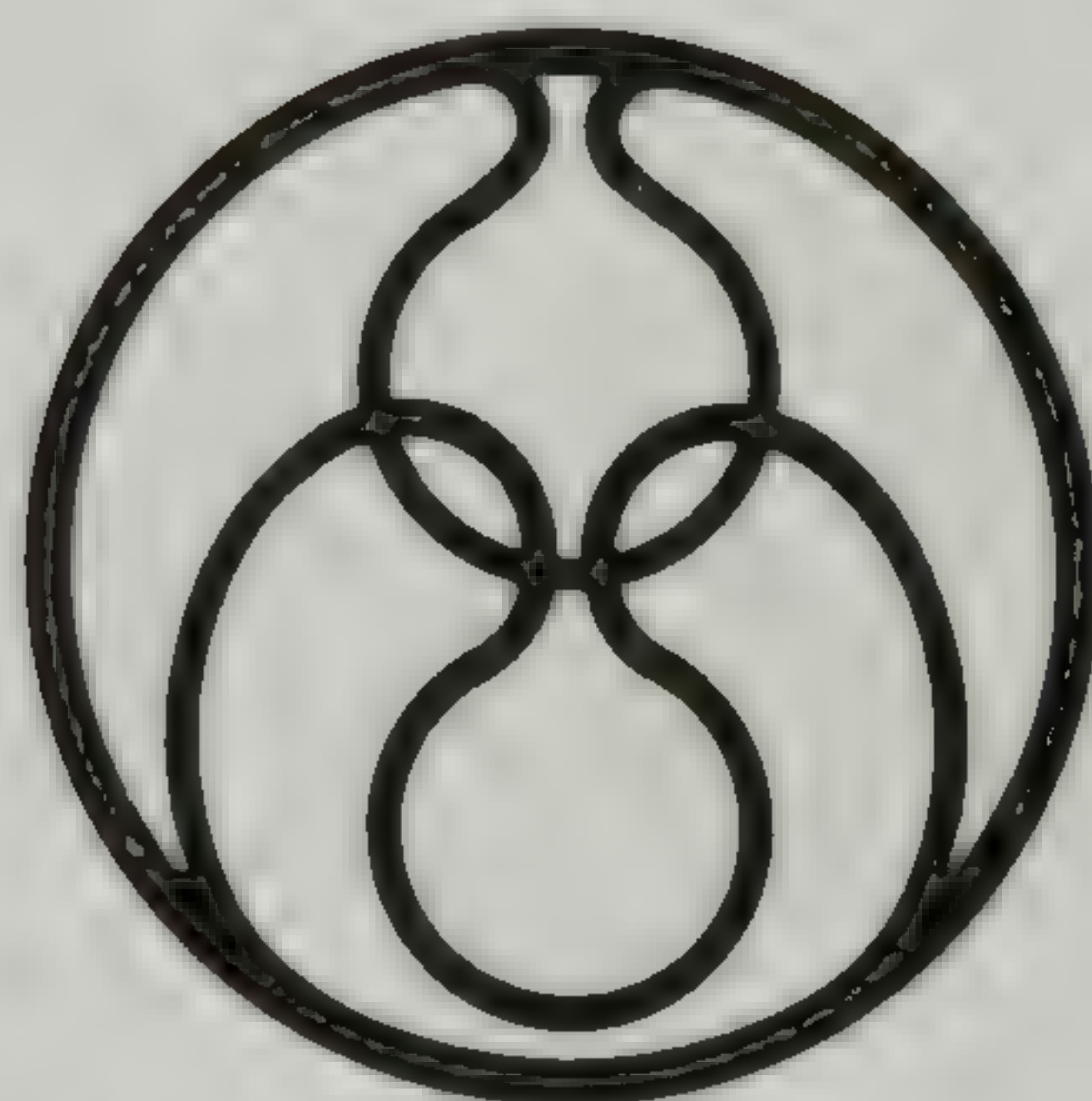
960



964



957



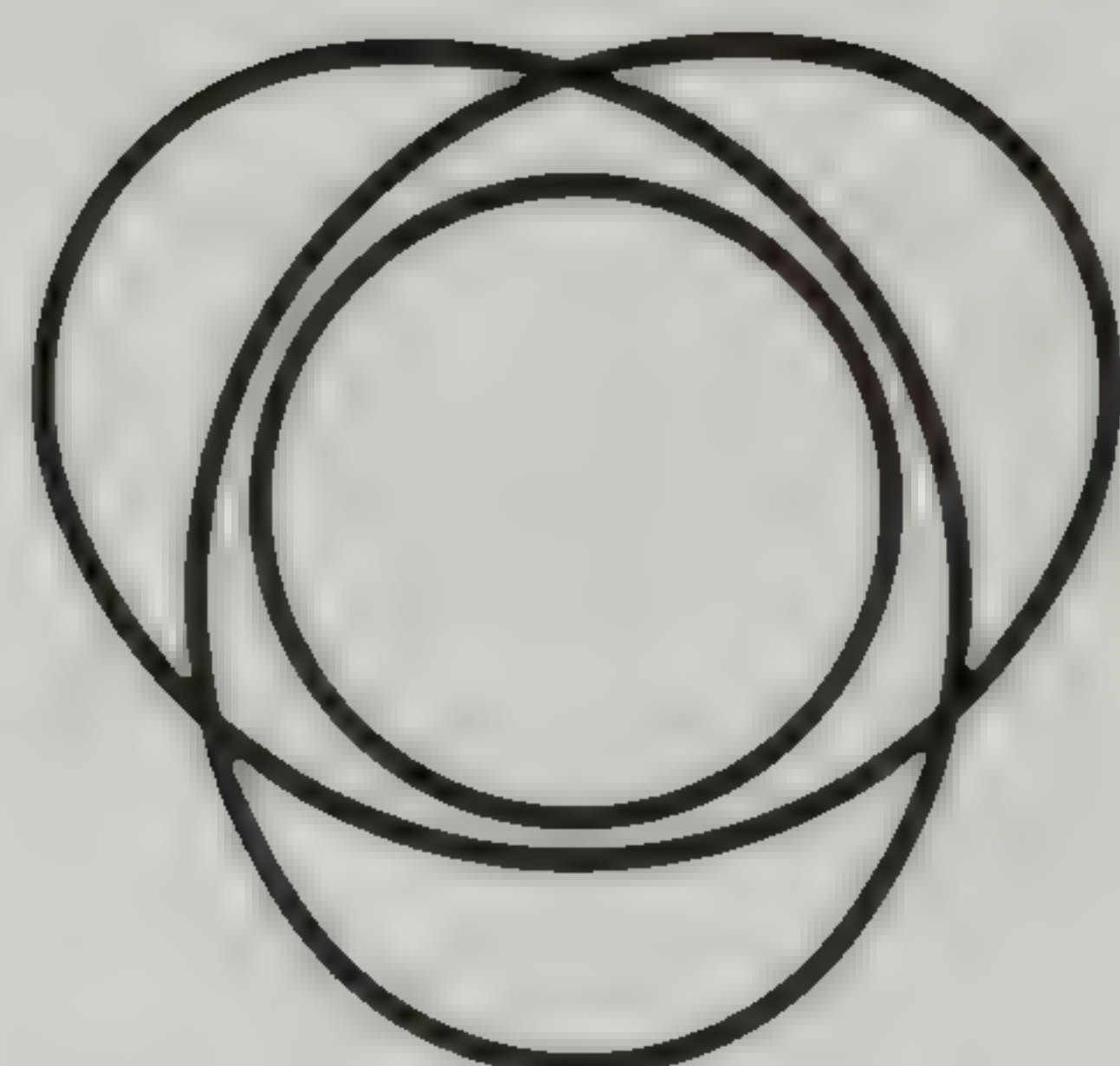
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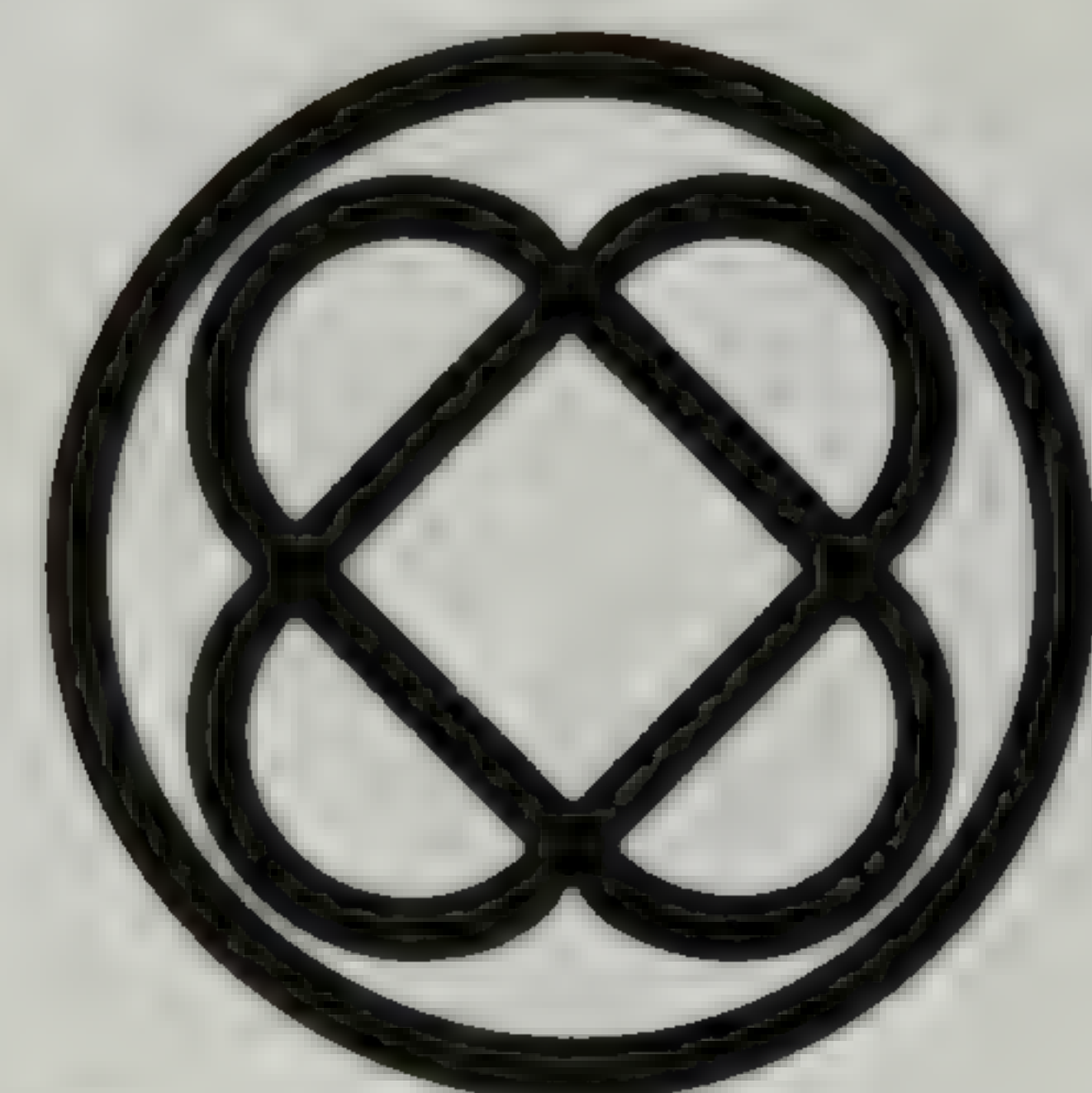
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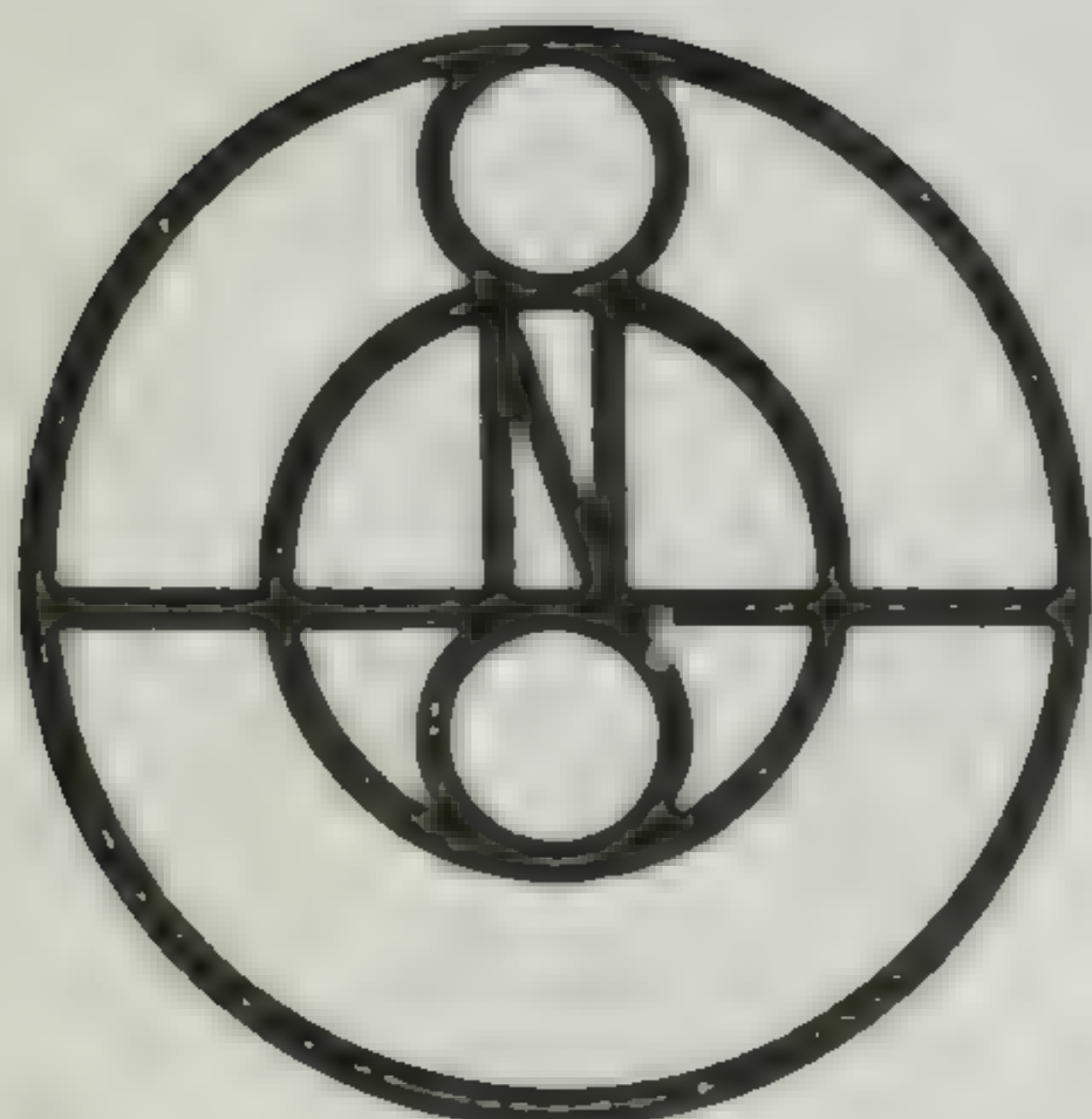
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962



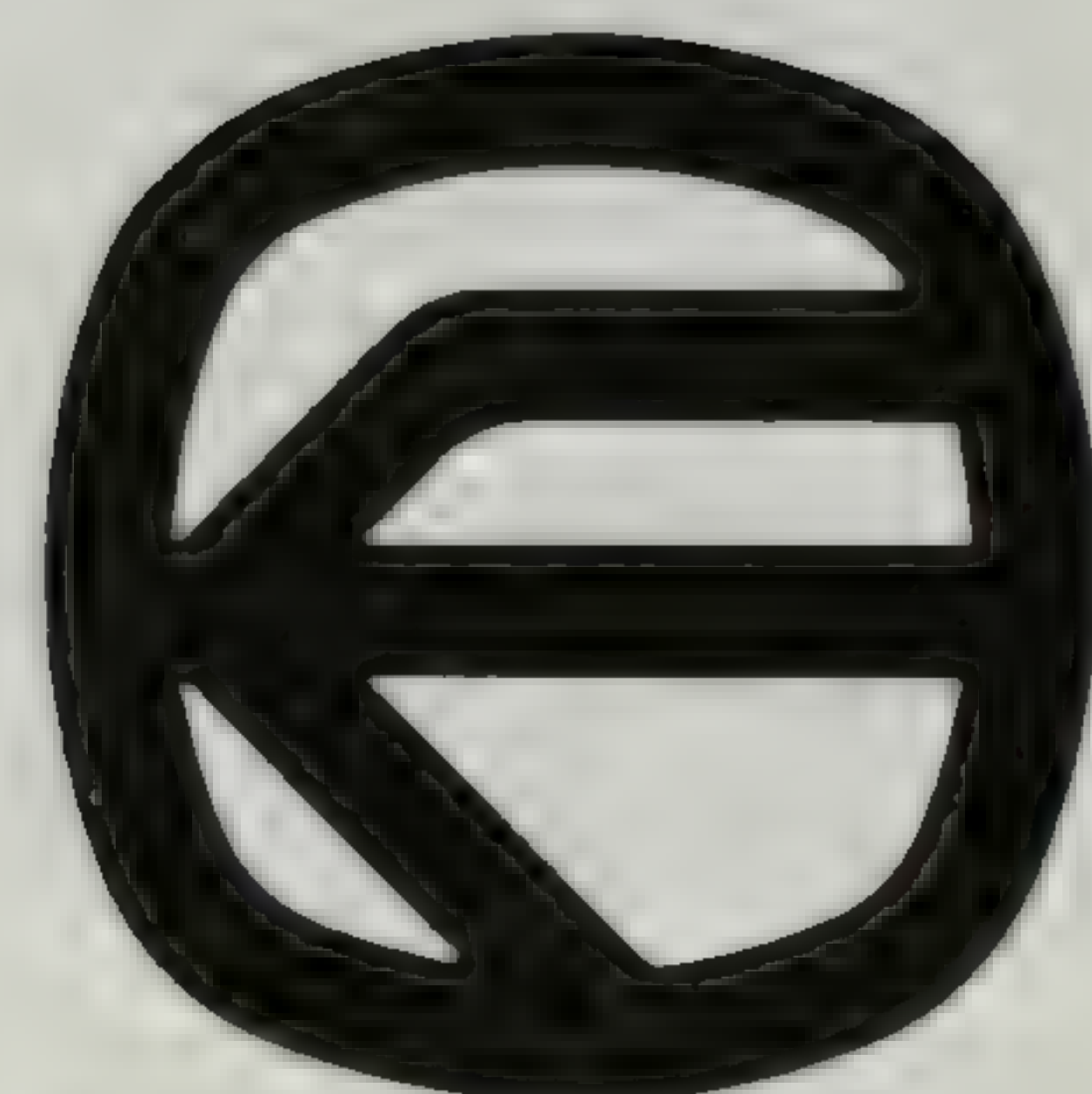
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959



963

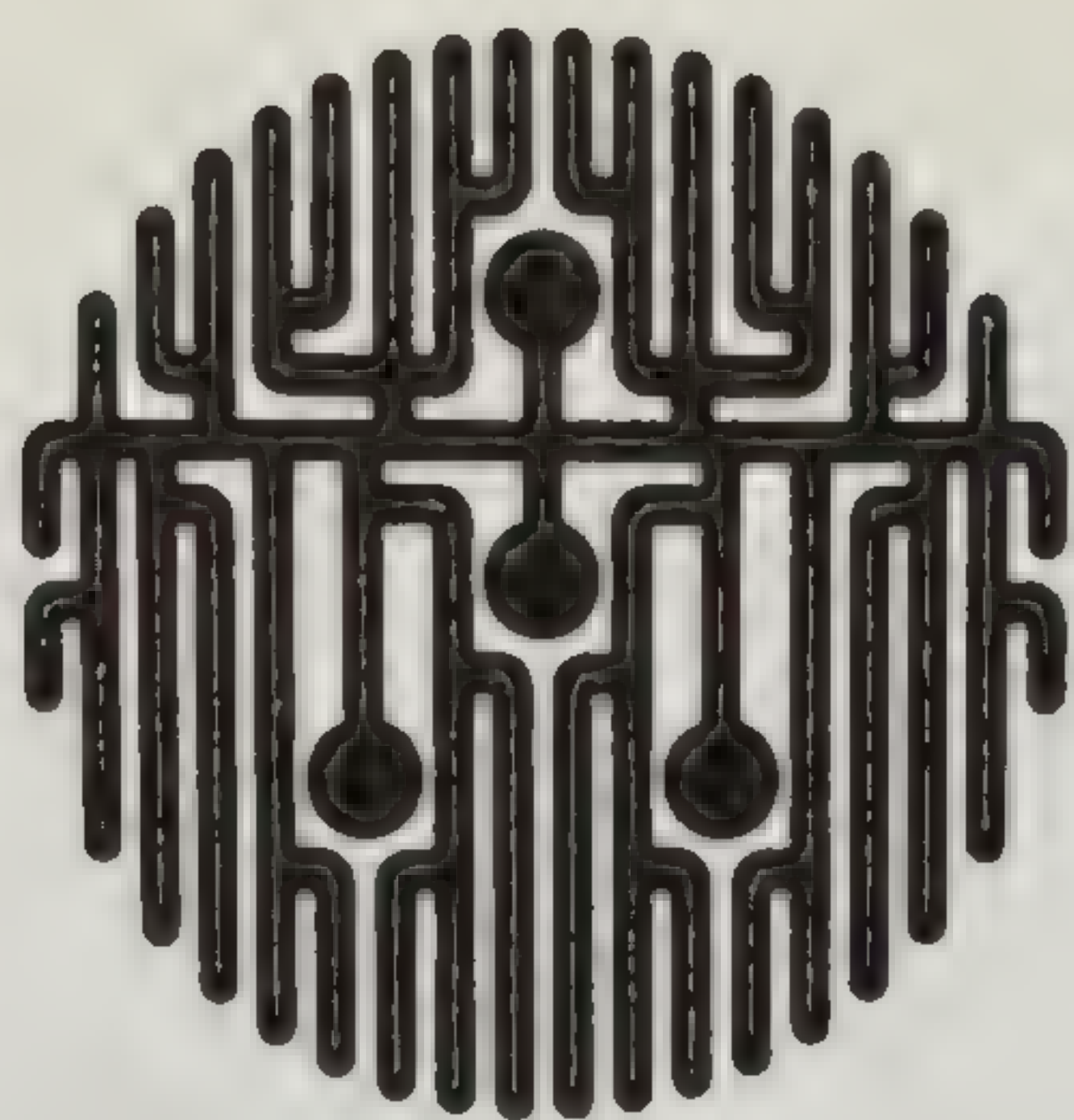


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968



972



976



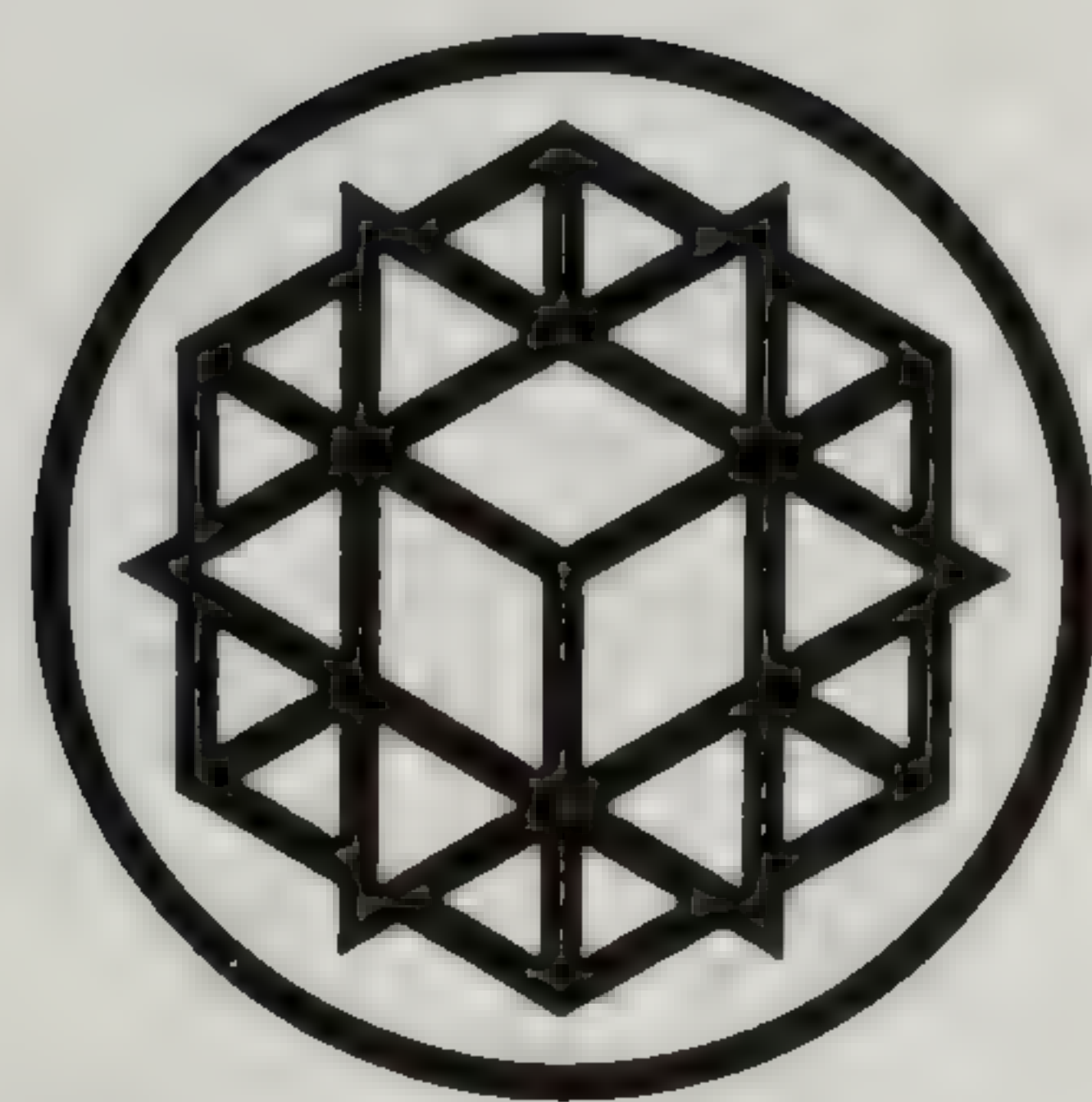
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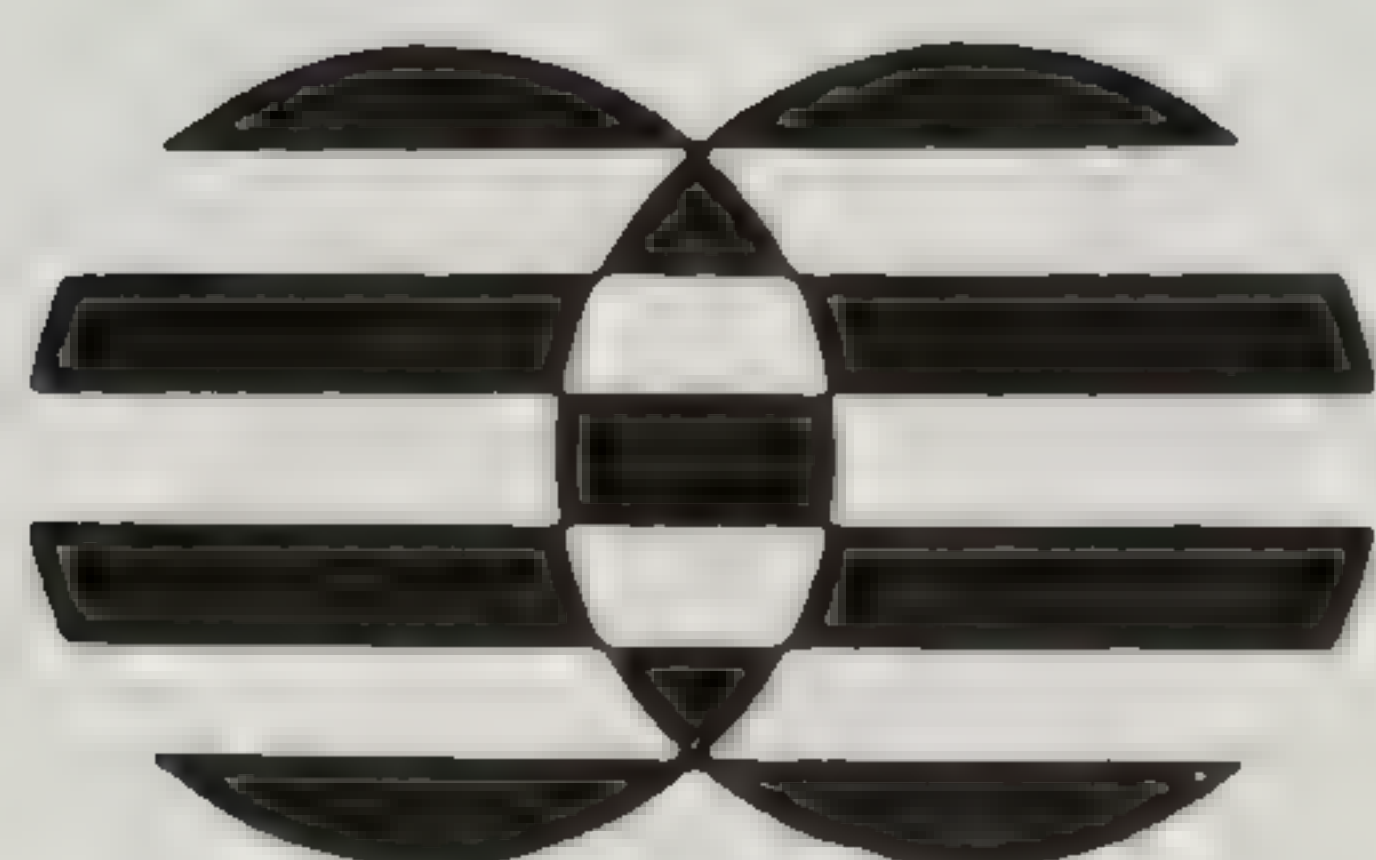
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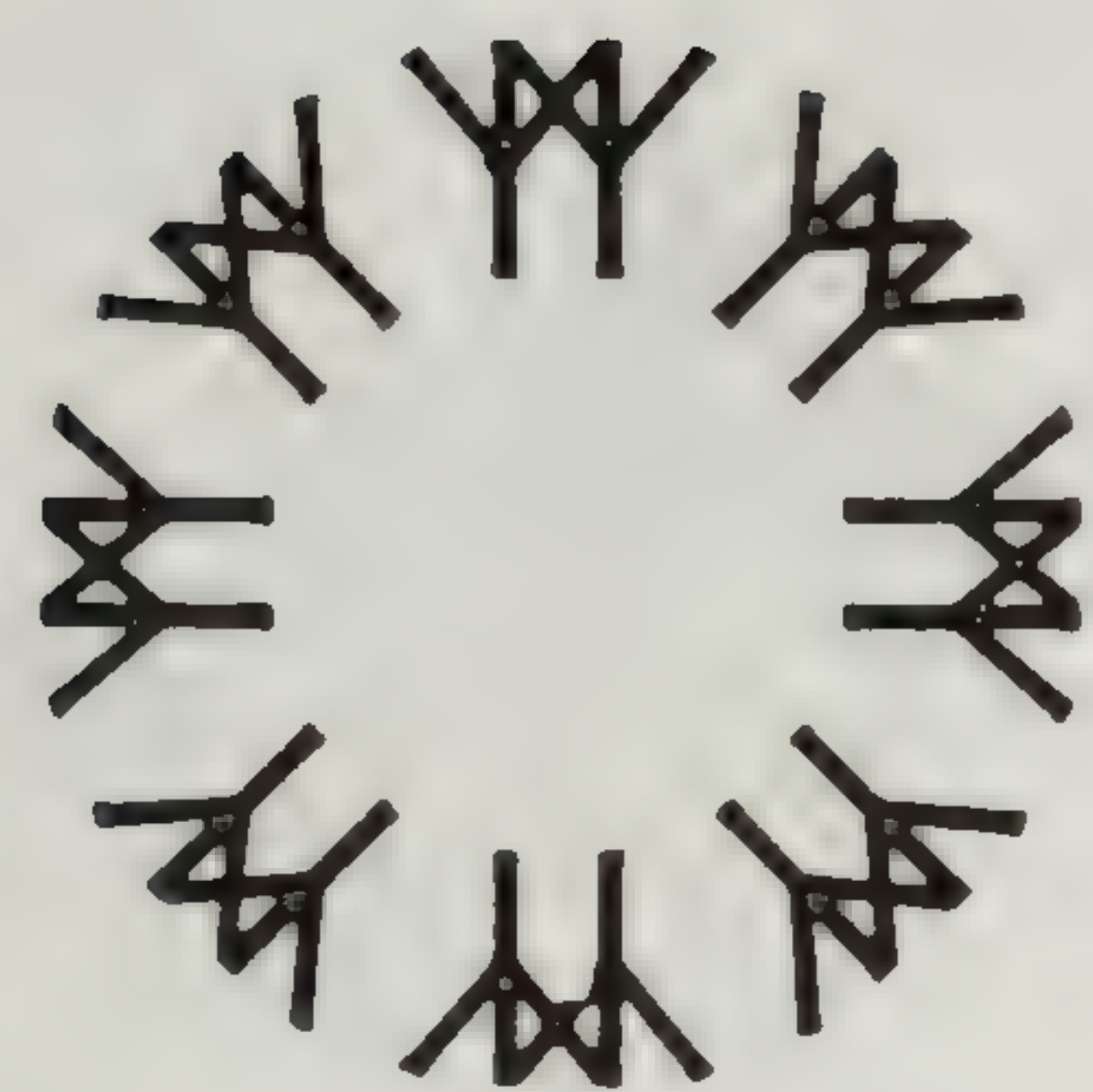
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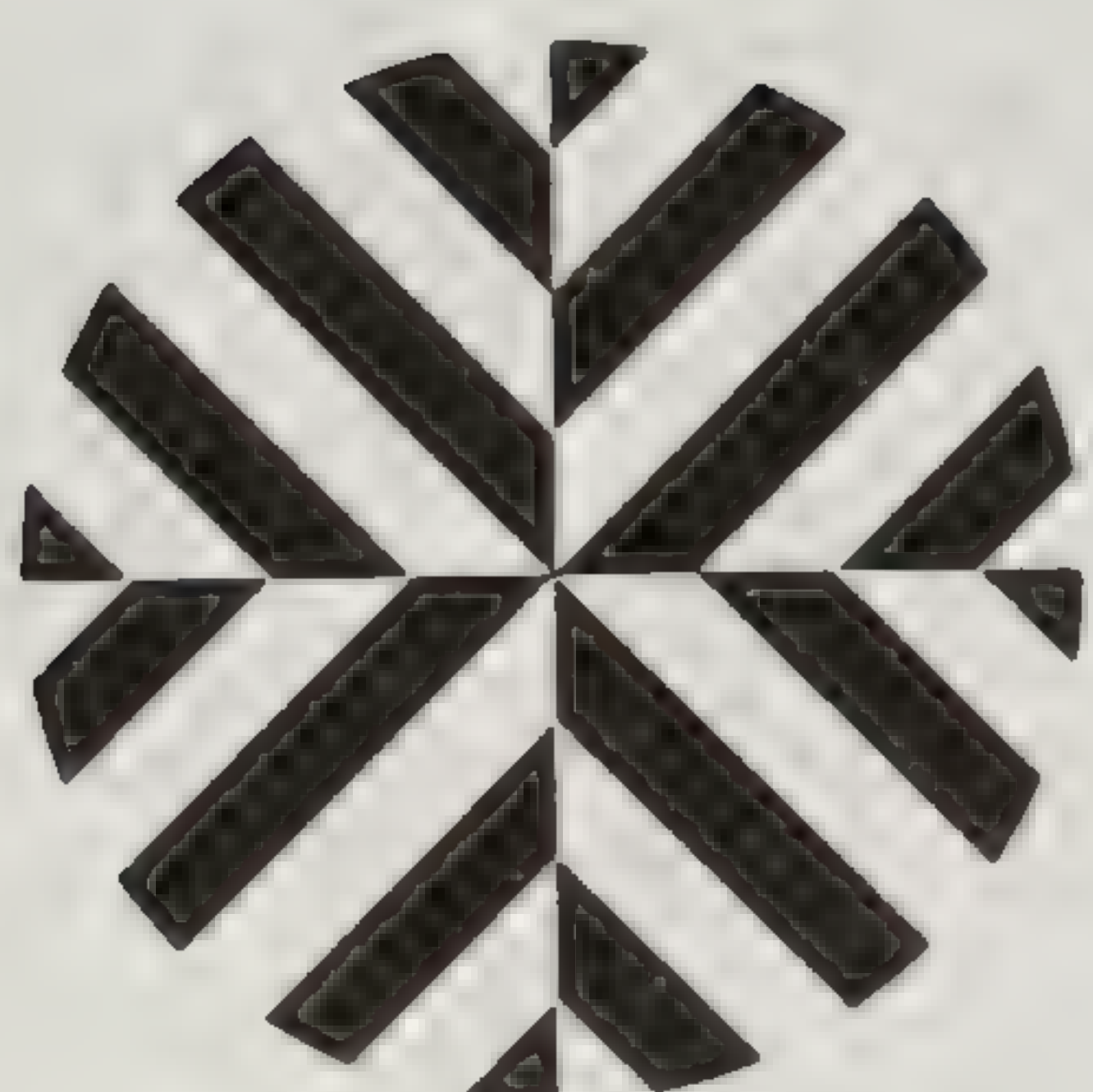
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978



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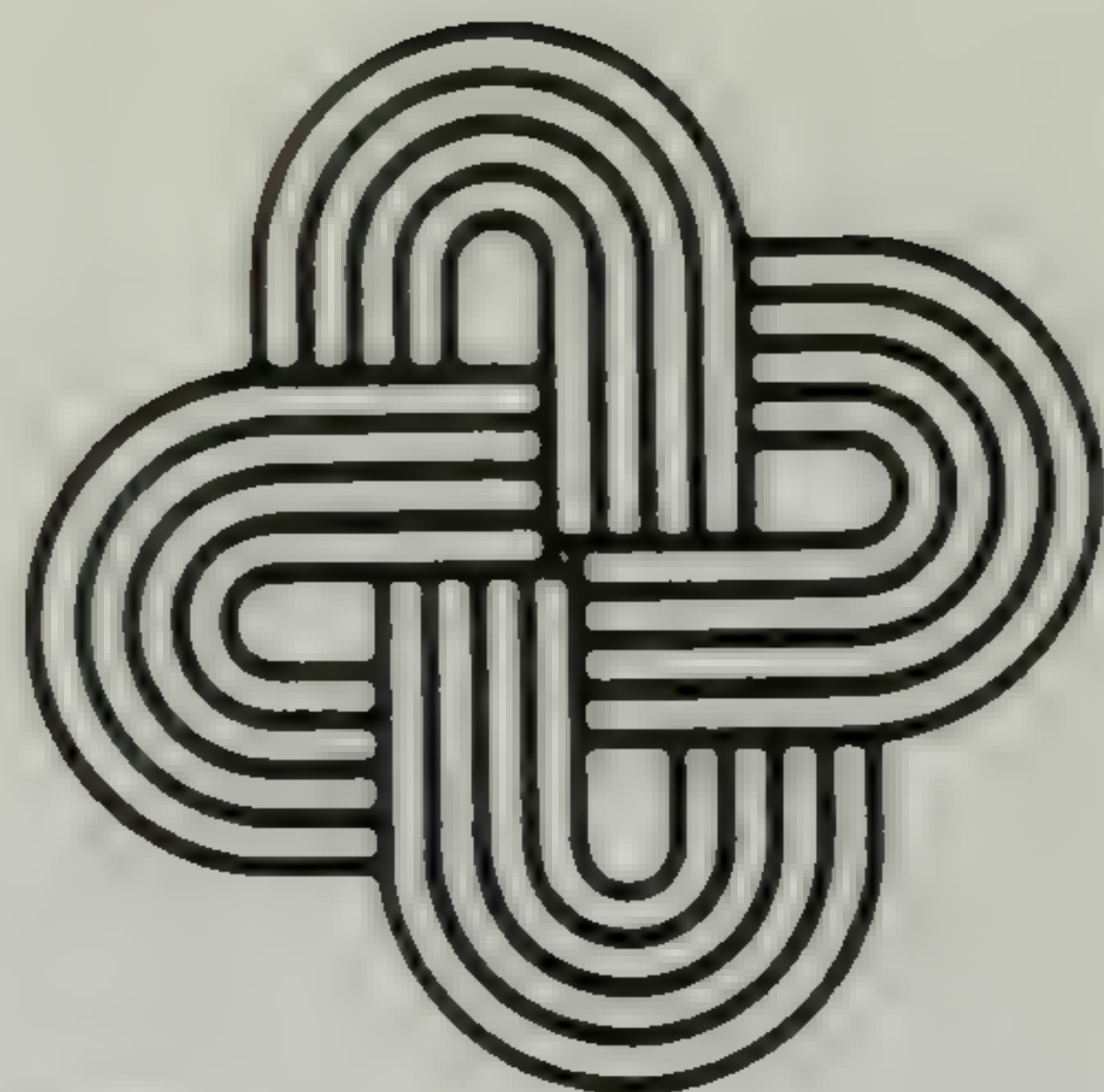
3 circles



997



1001



1005



998



1002



1006



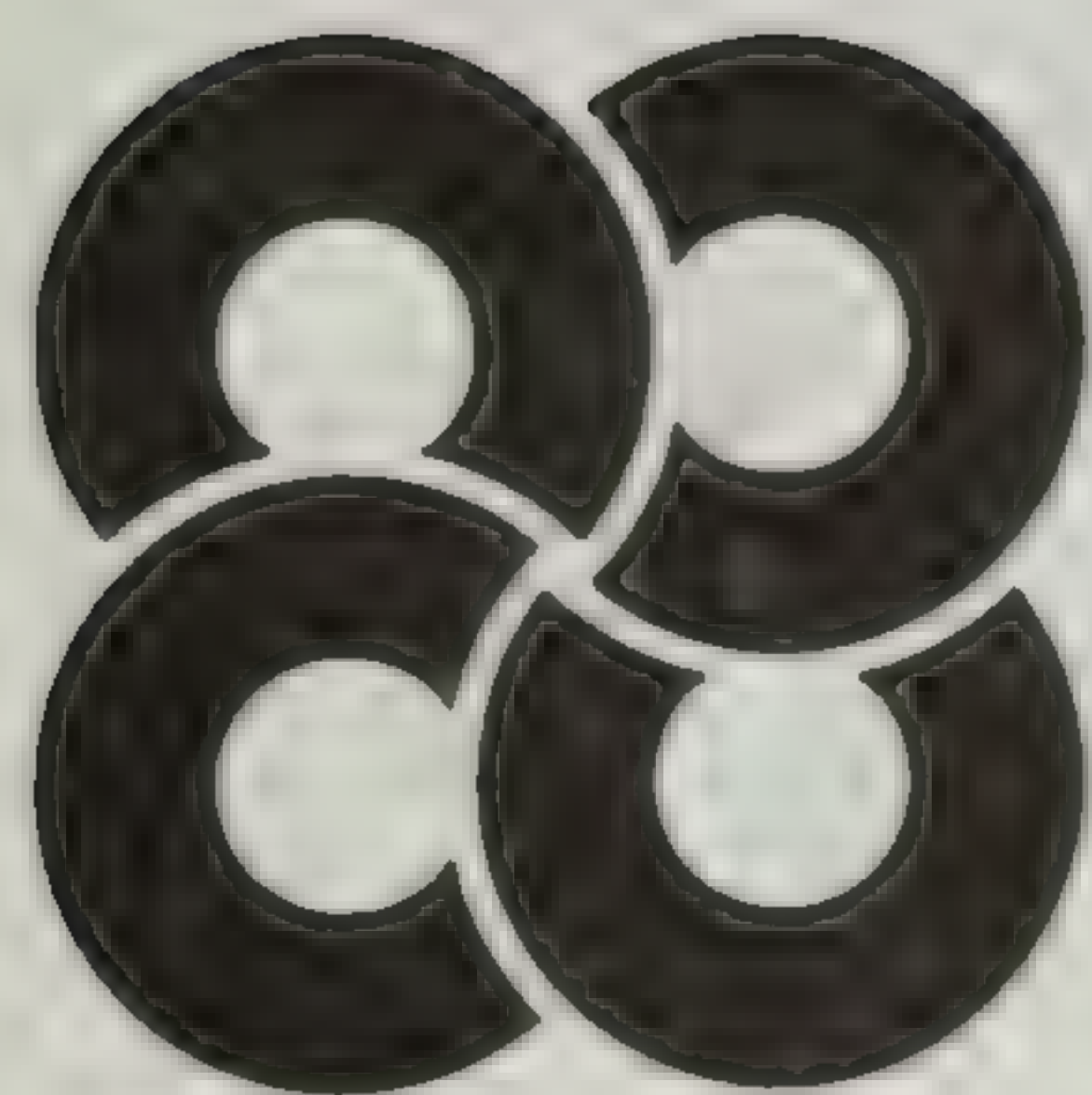
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1003



1007



1000



1004



1008

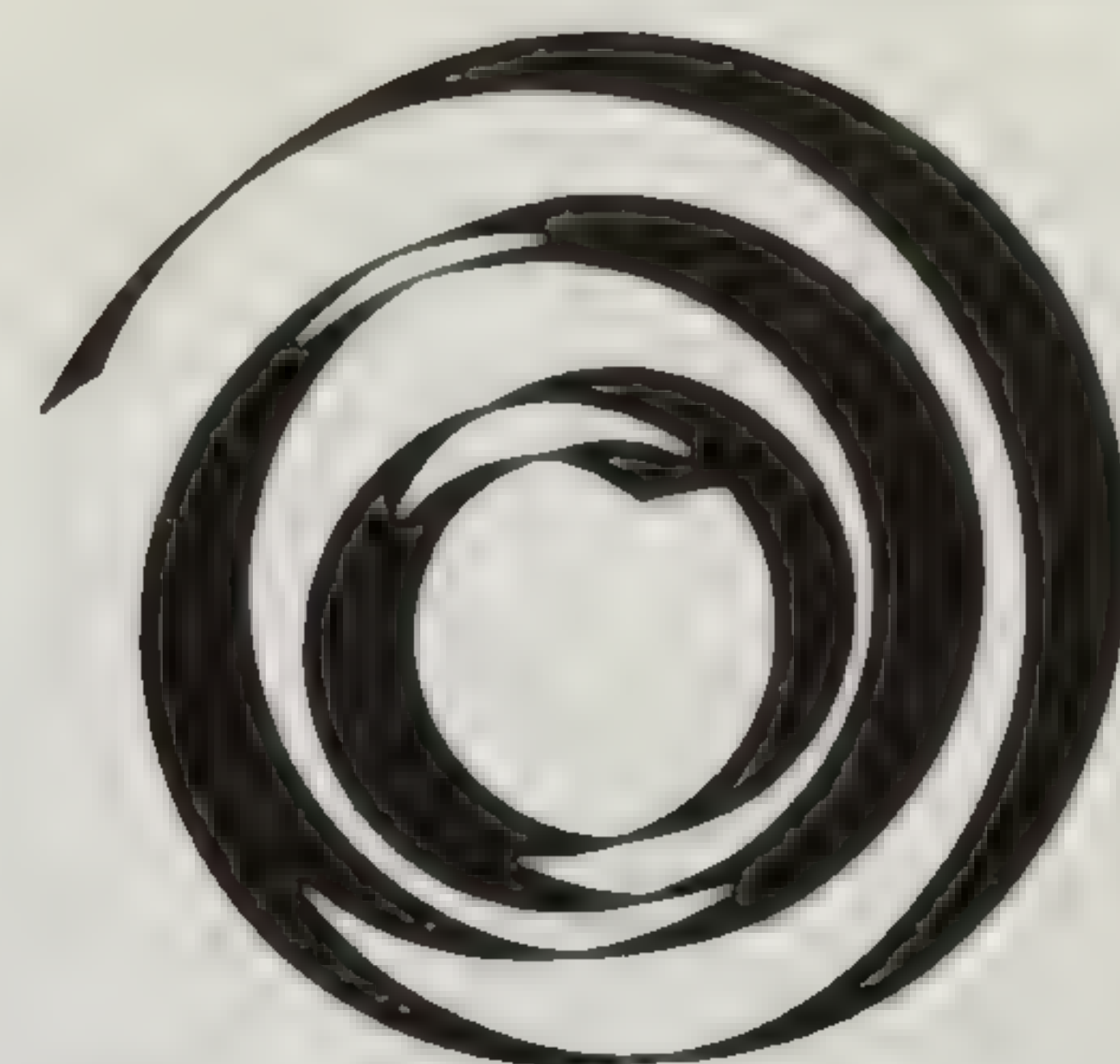




1009



1013



1017



1010



1014



1018



1011



1015



1019



1012



1016



1020



3) circles



1021



1025



1029



1022



1026



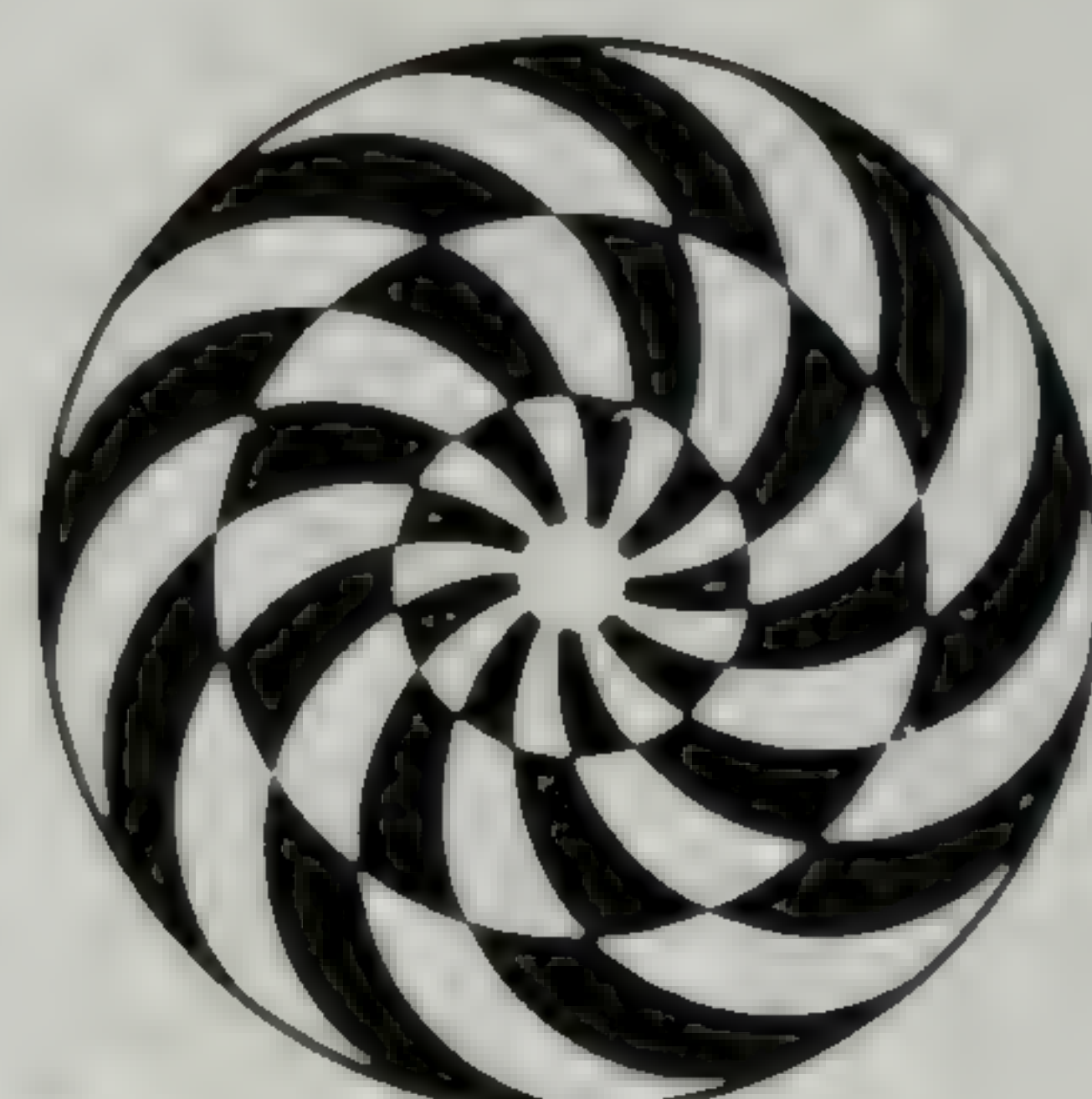
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1024



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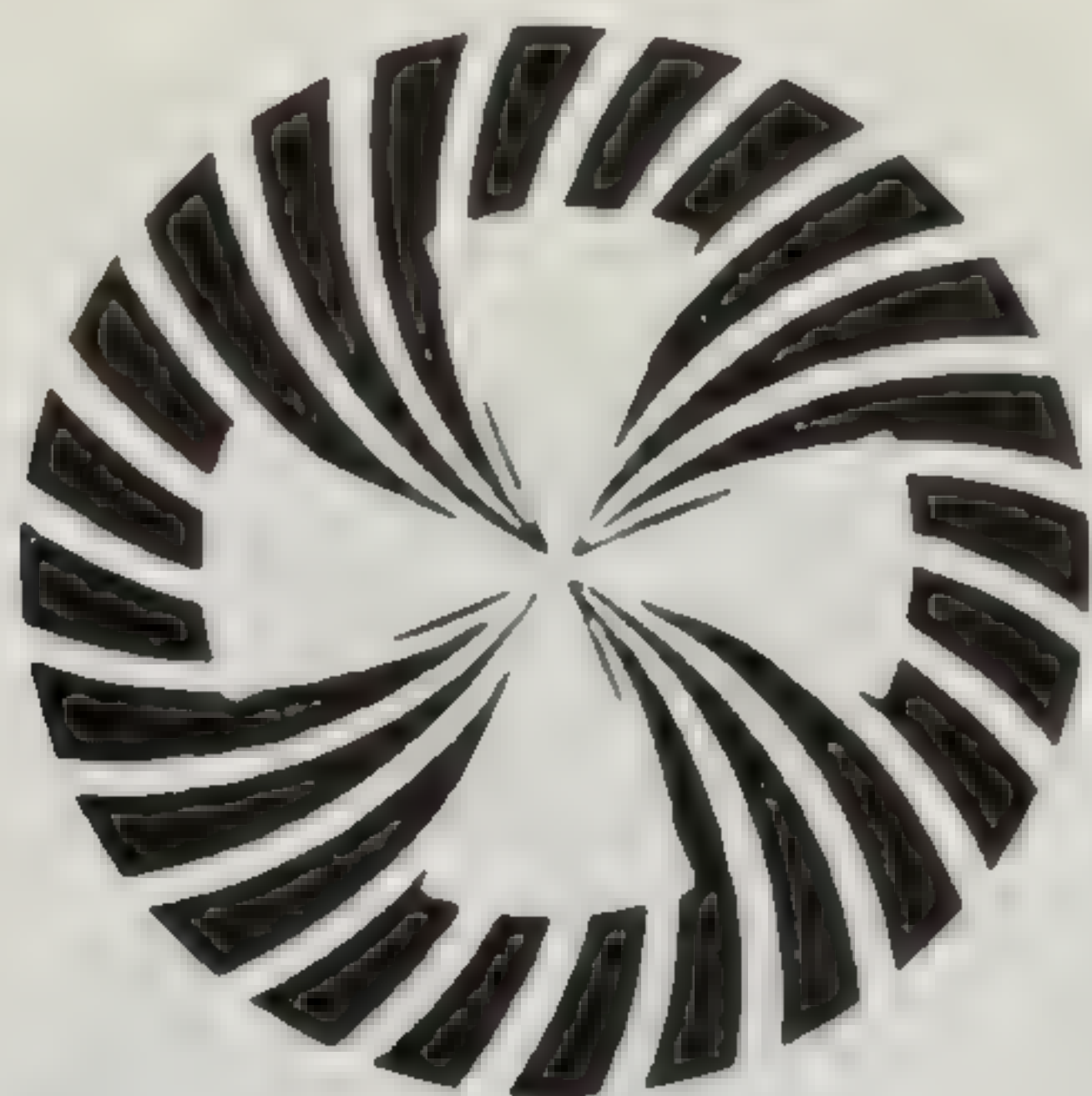


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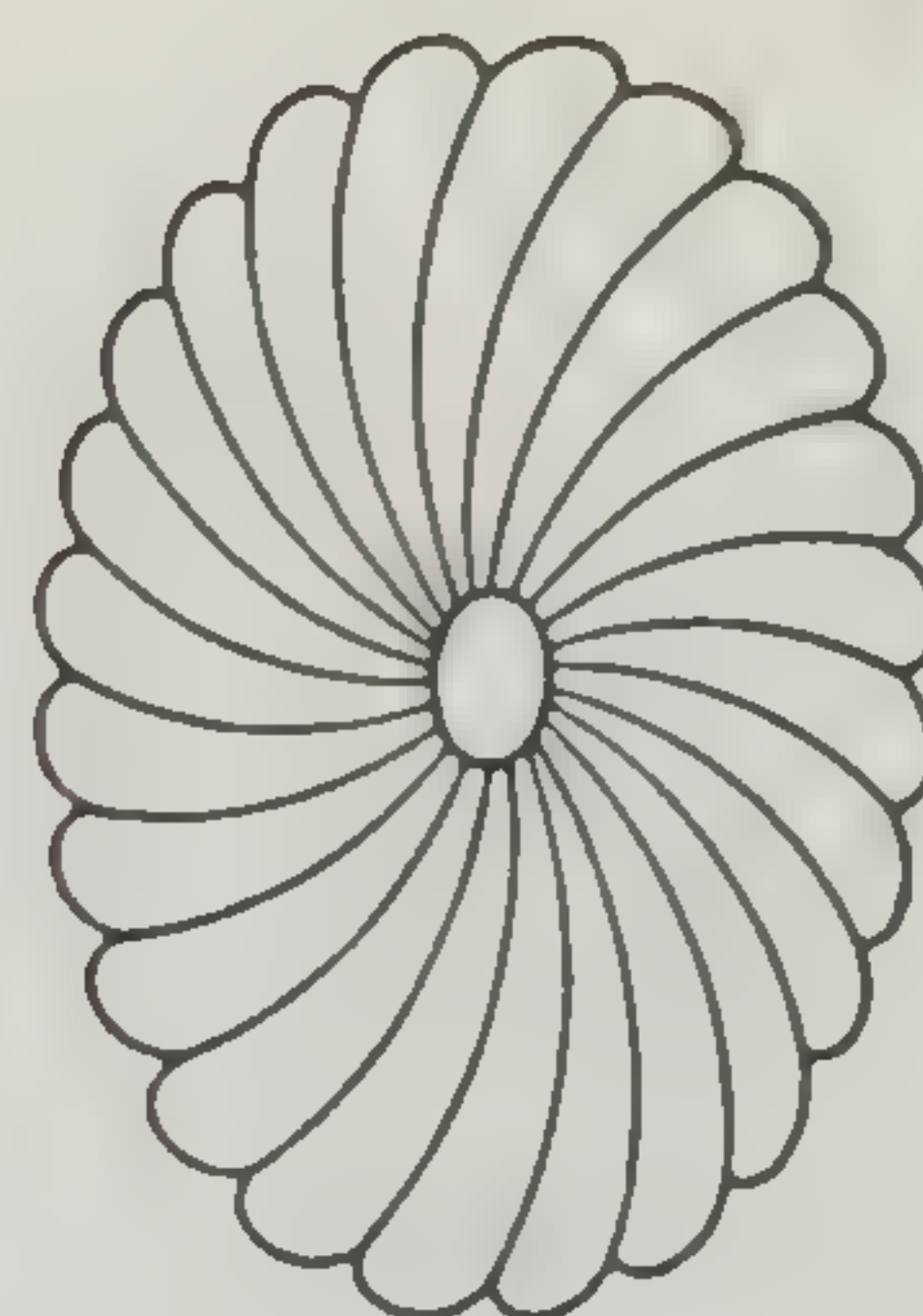




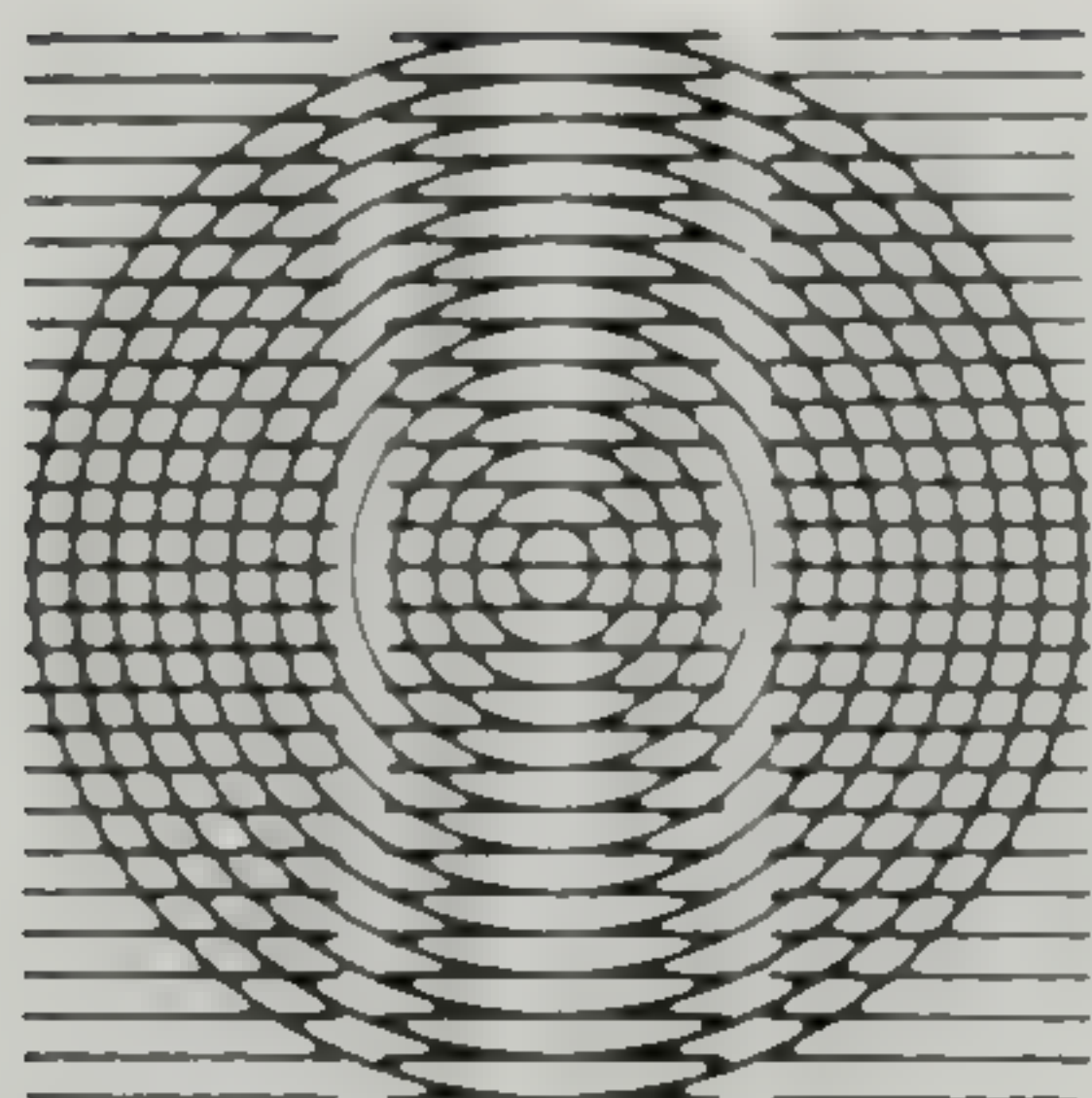
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1038



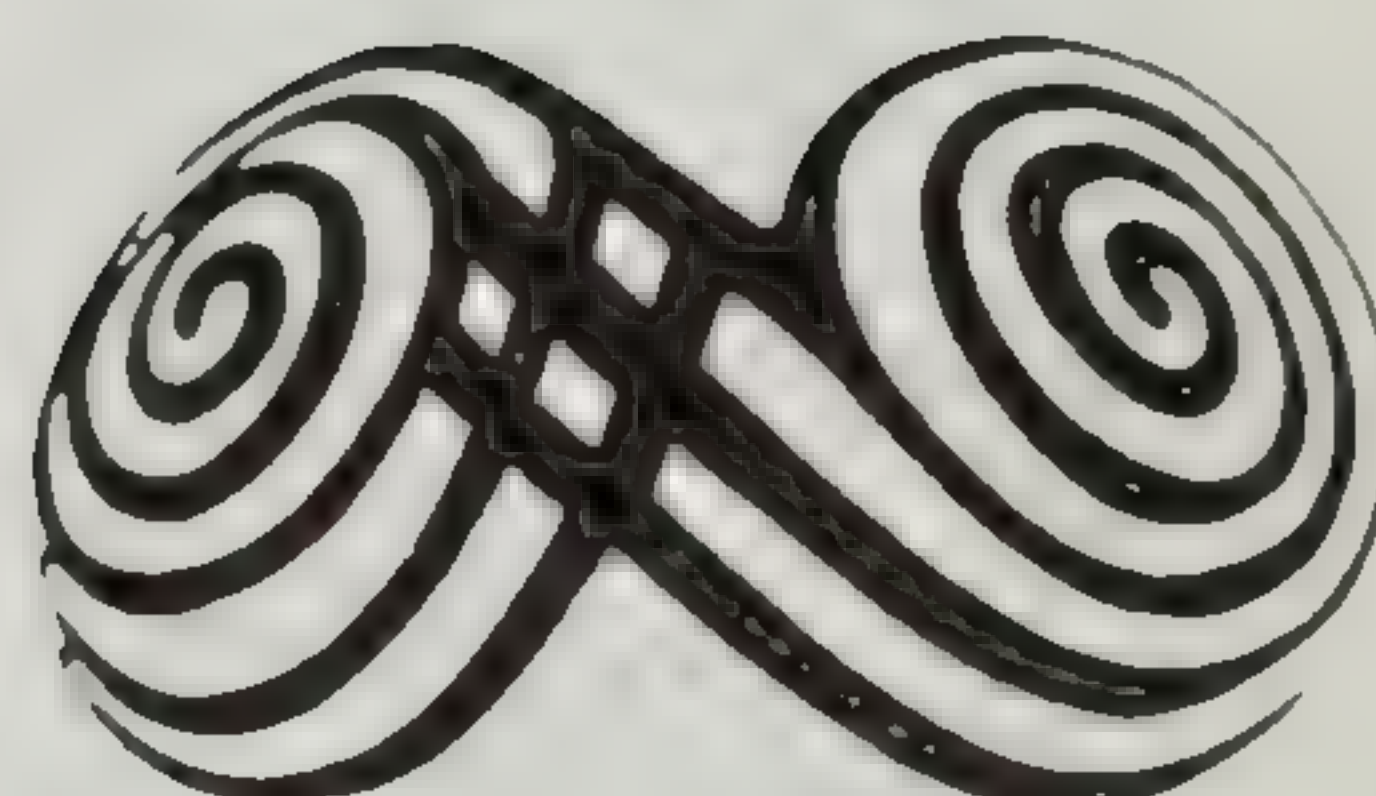
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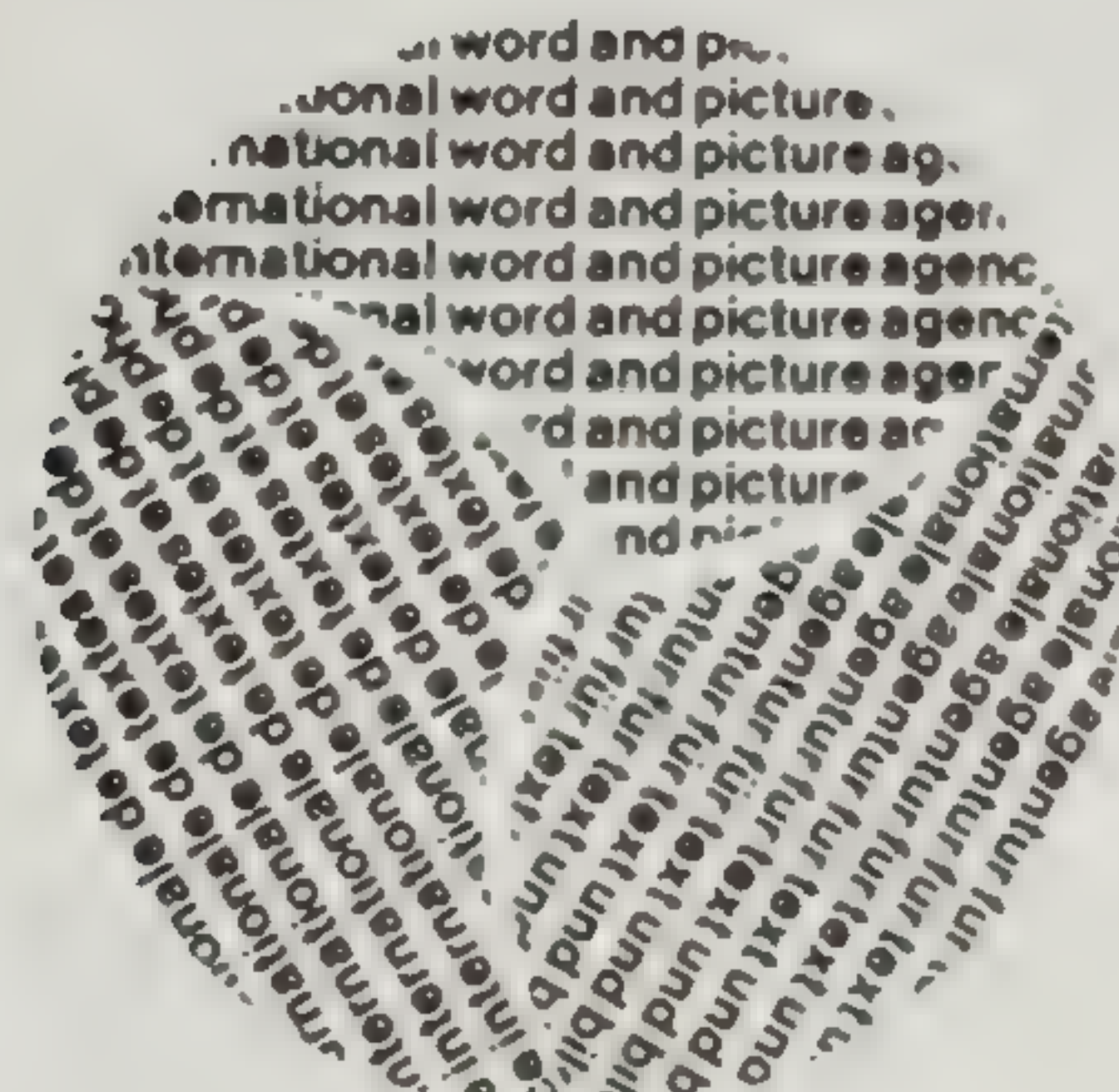
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1043



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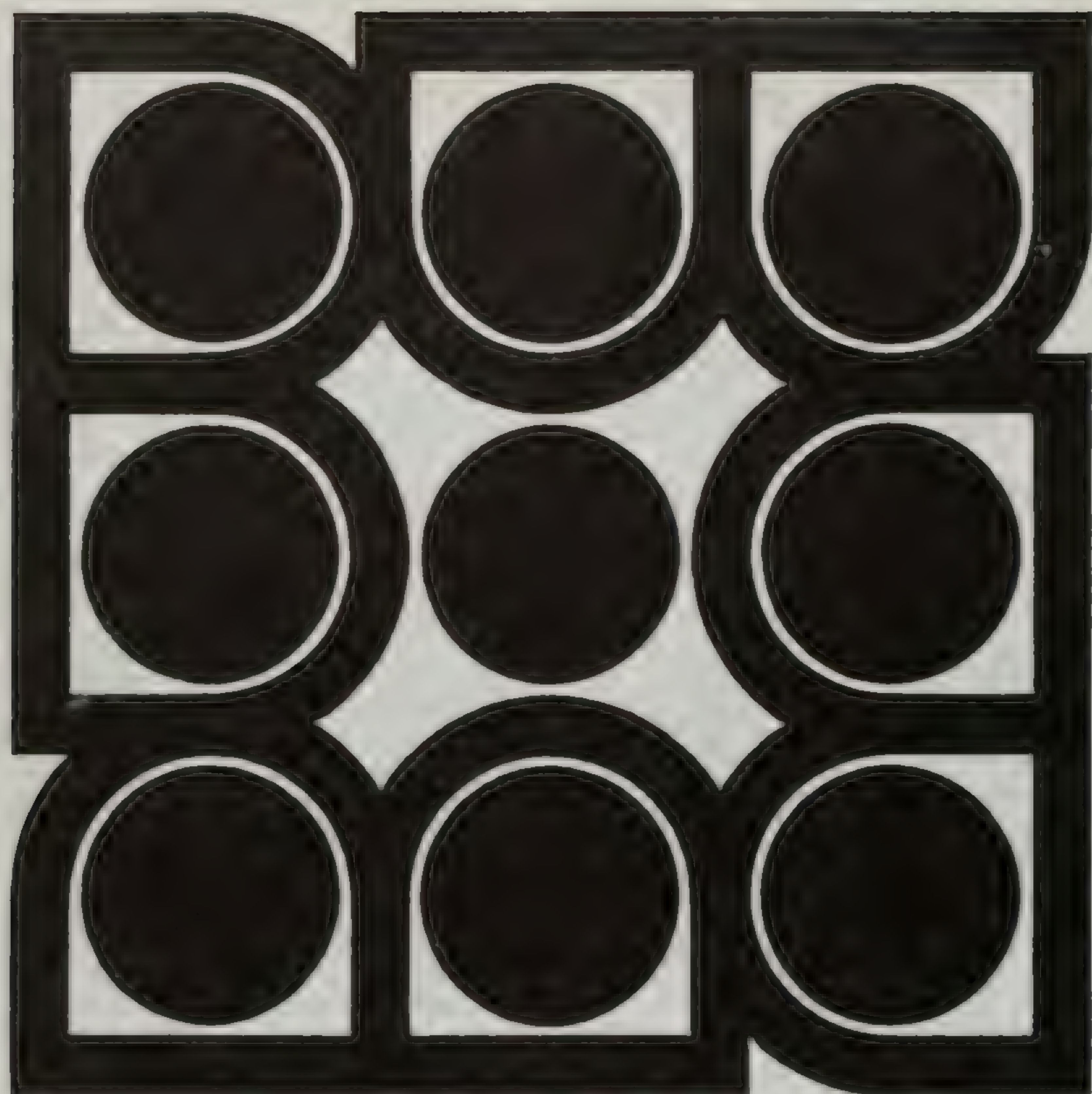


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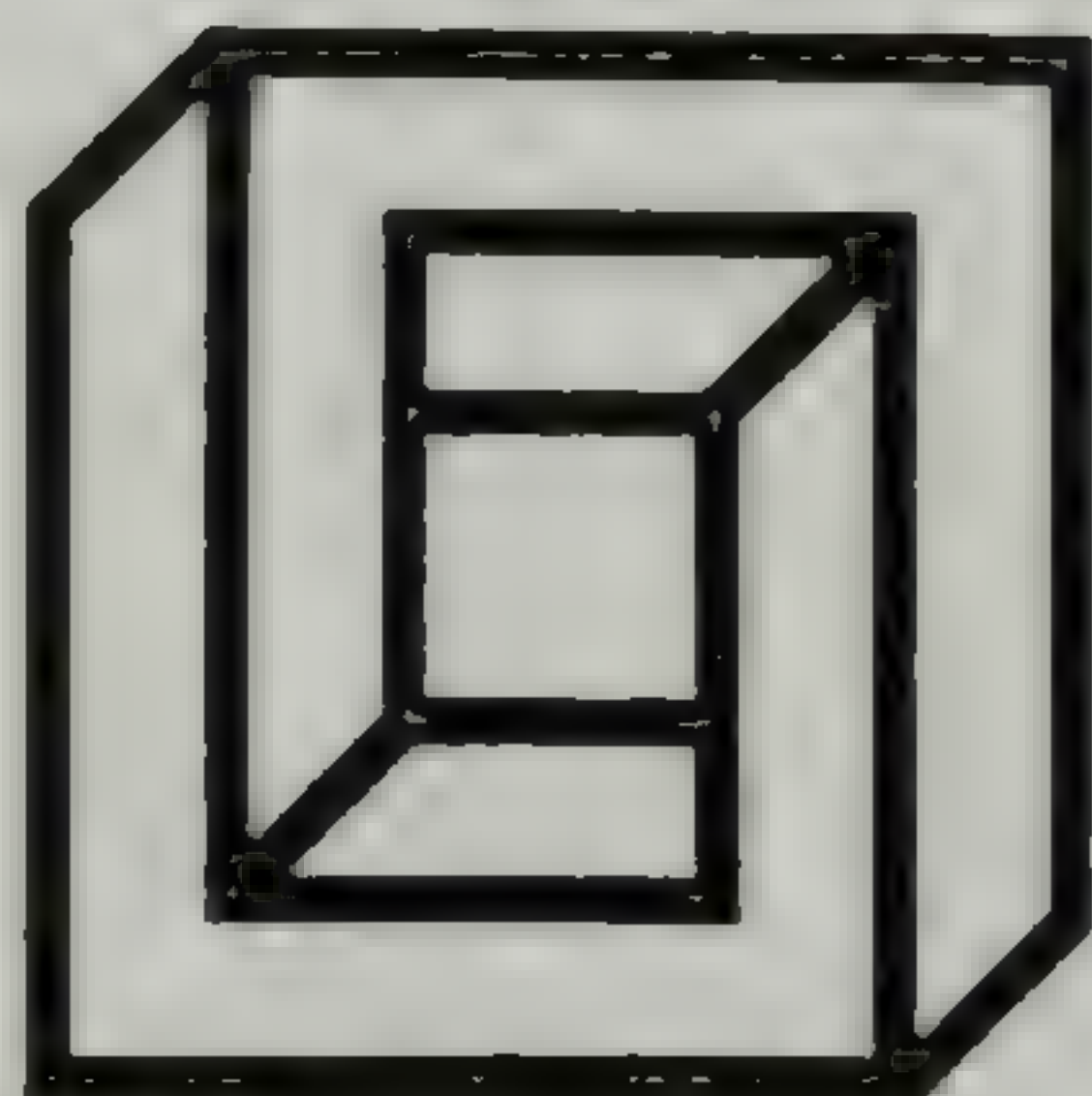




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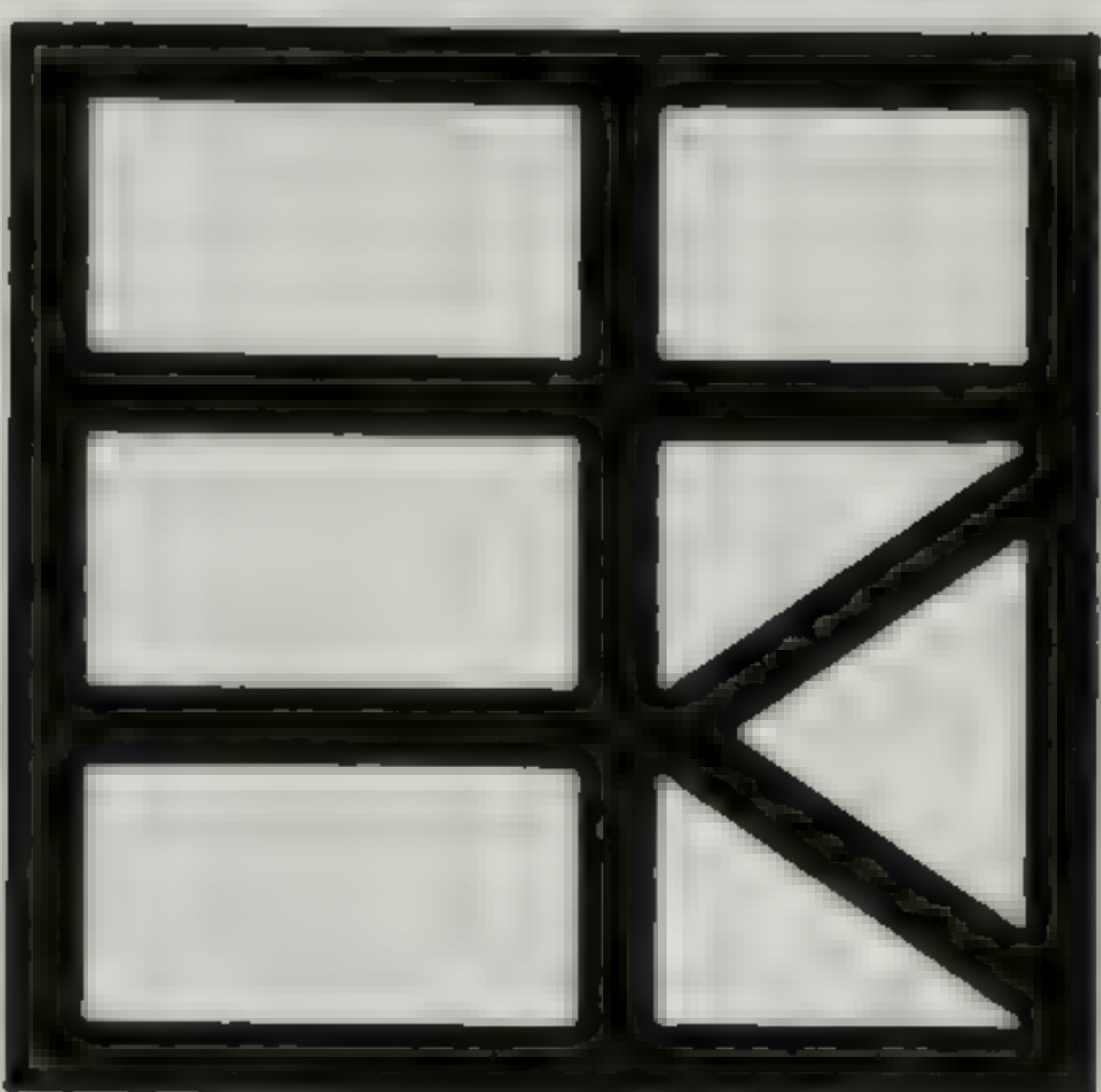
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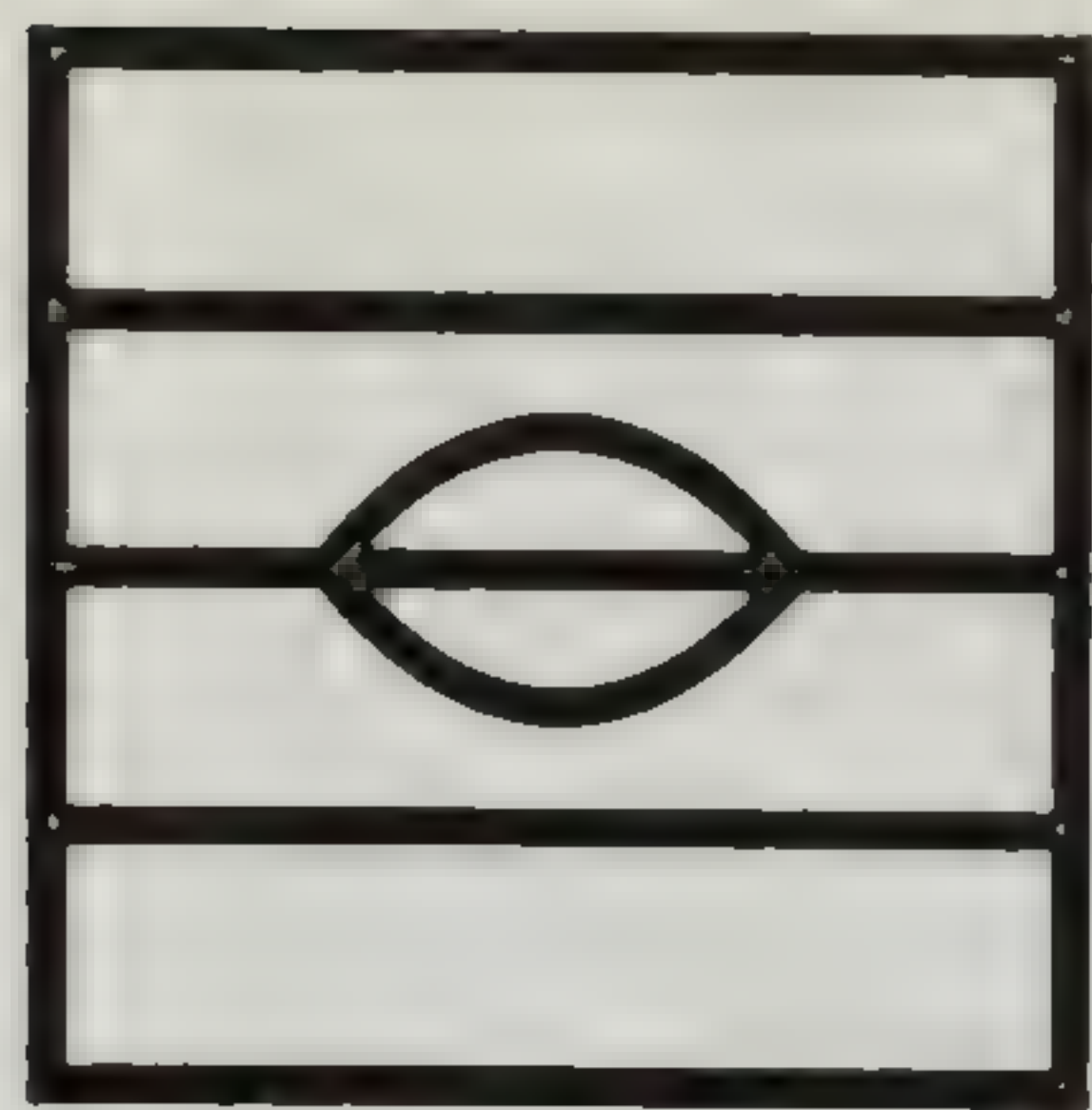


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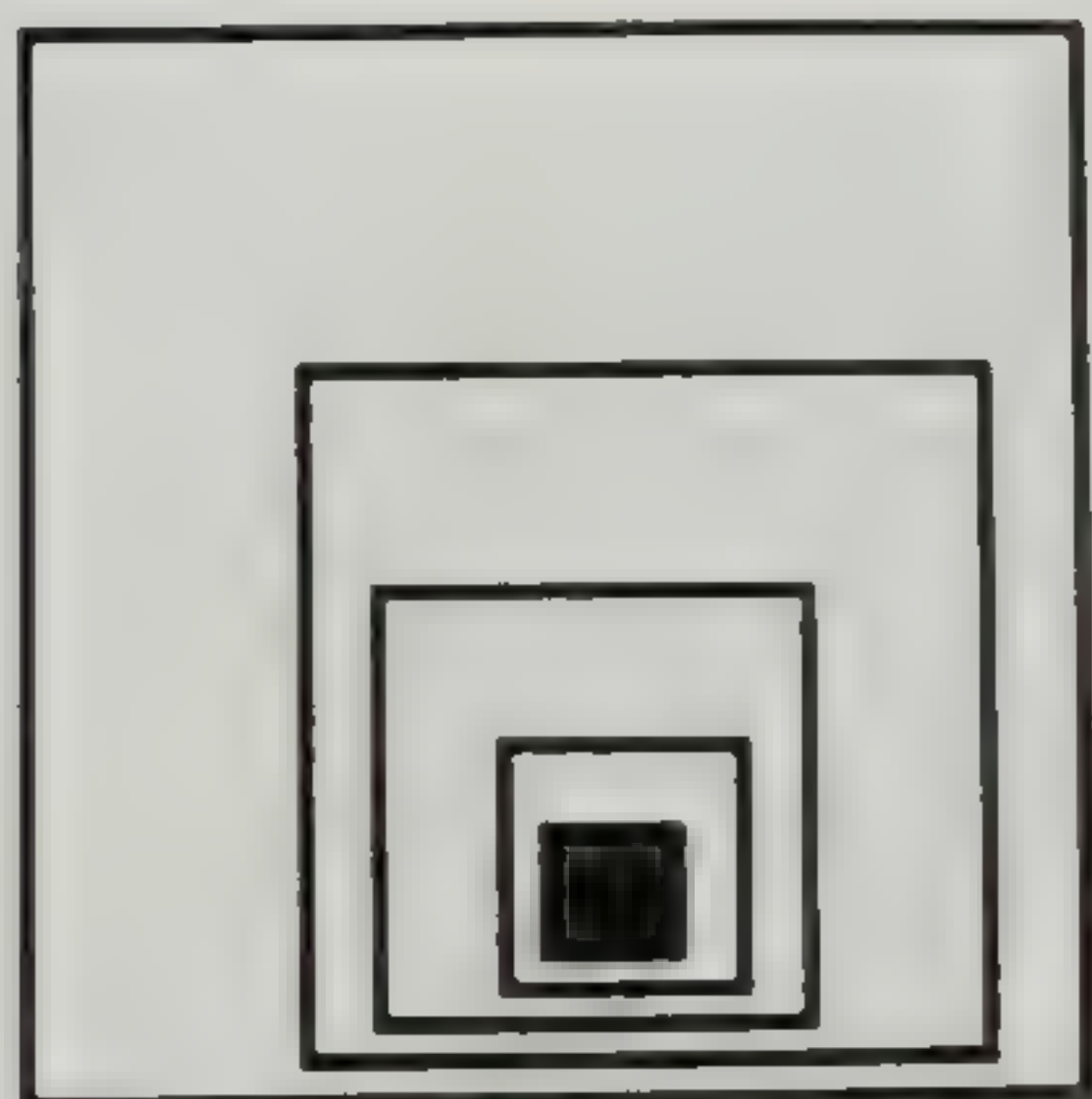
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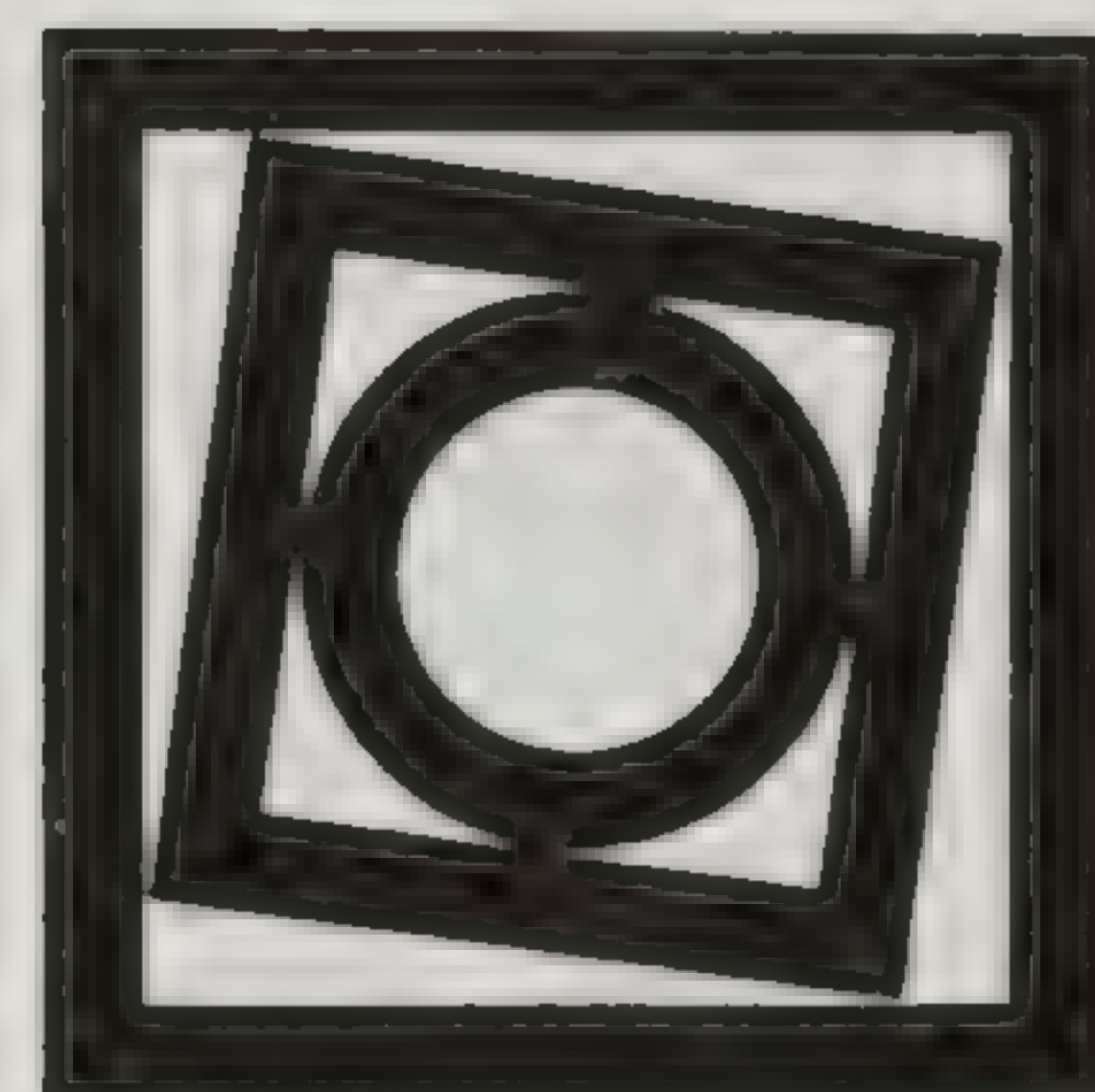
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1051



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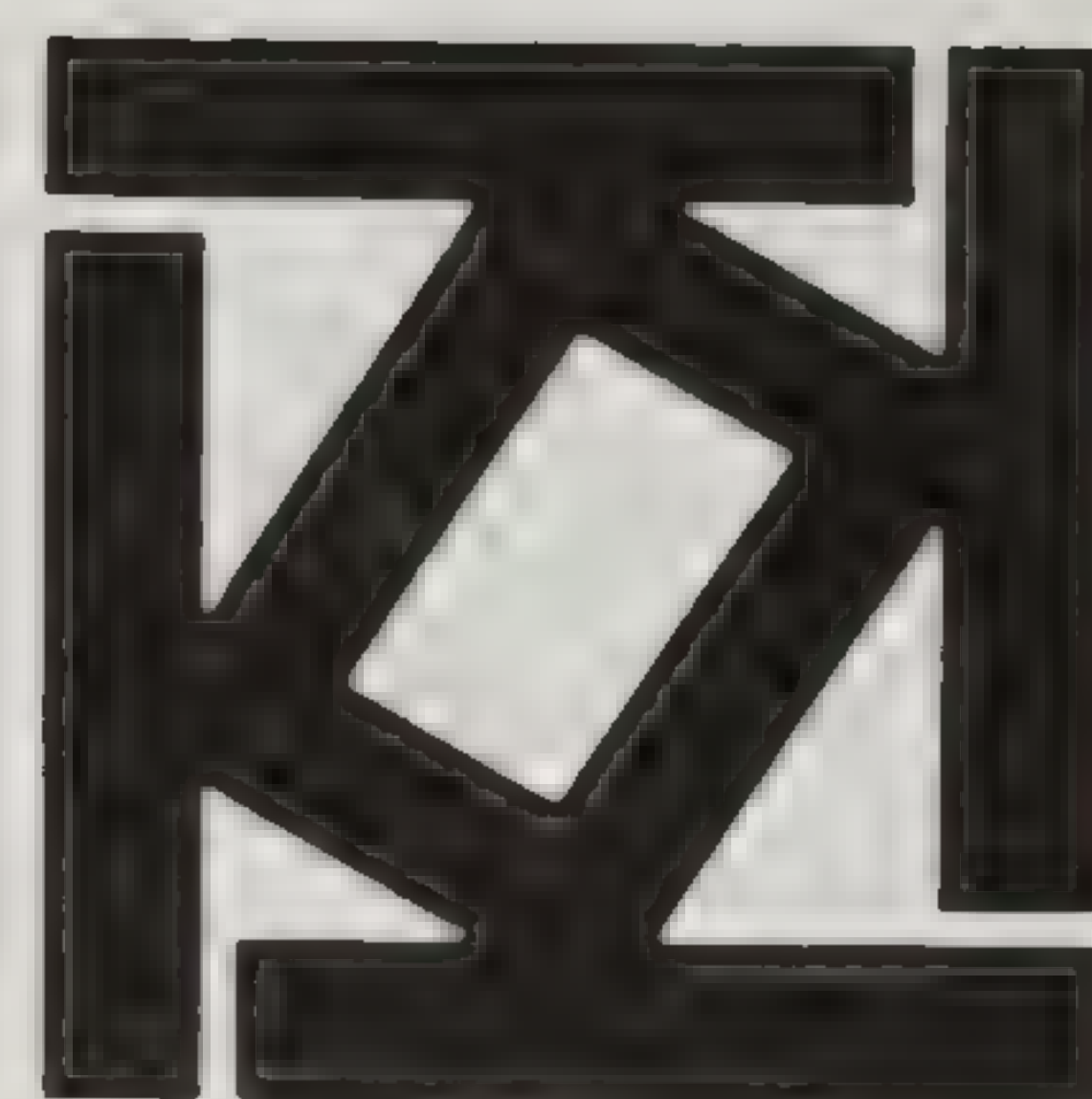
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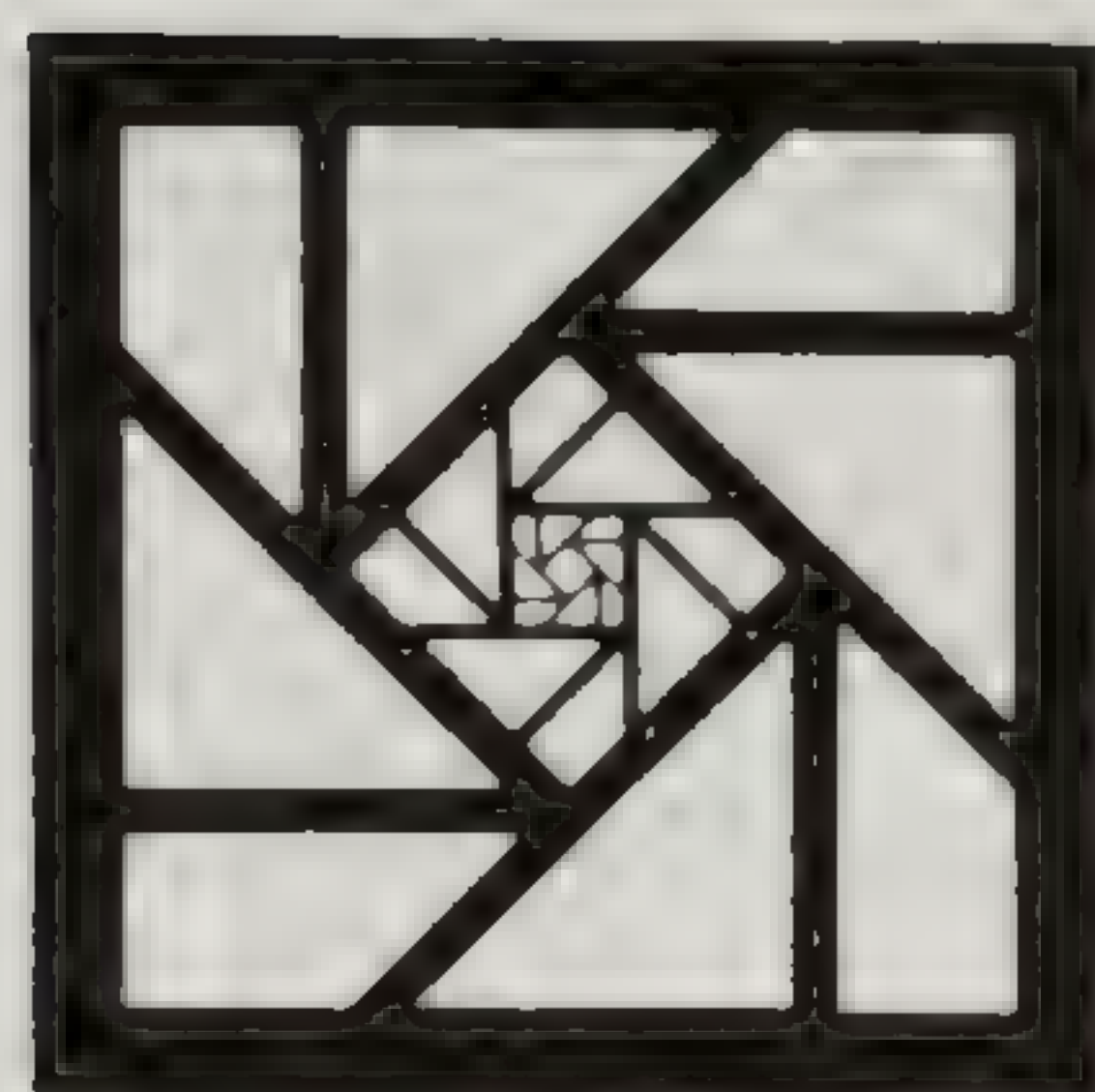
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1056



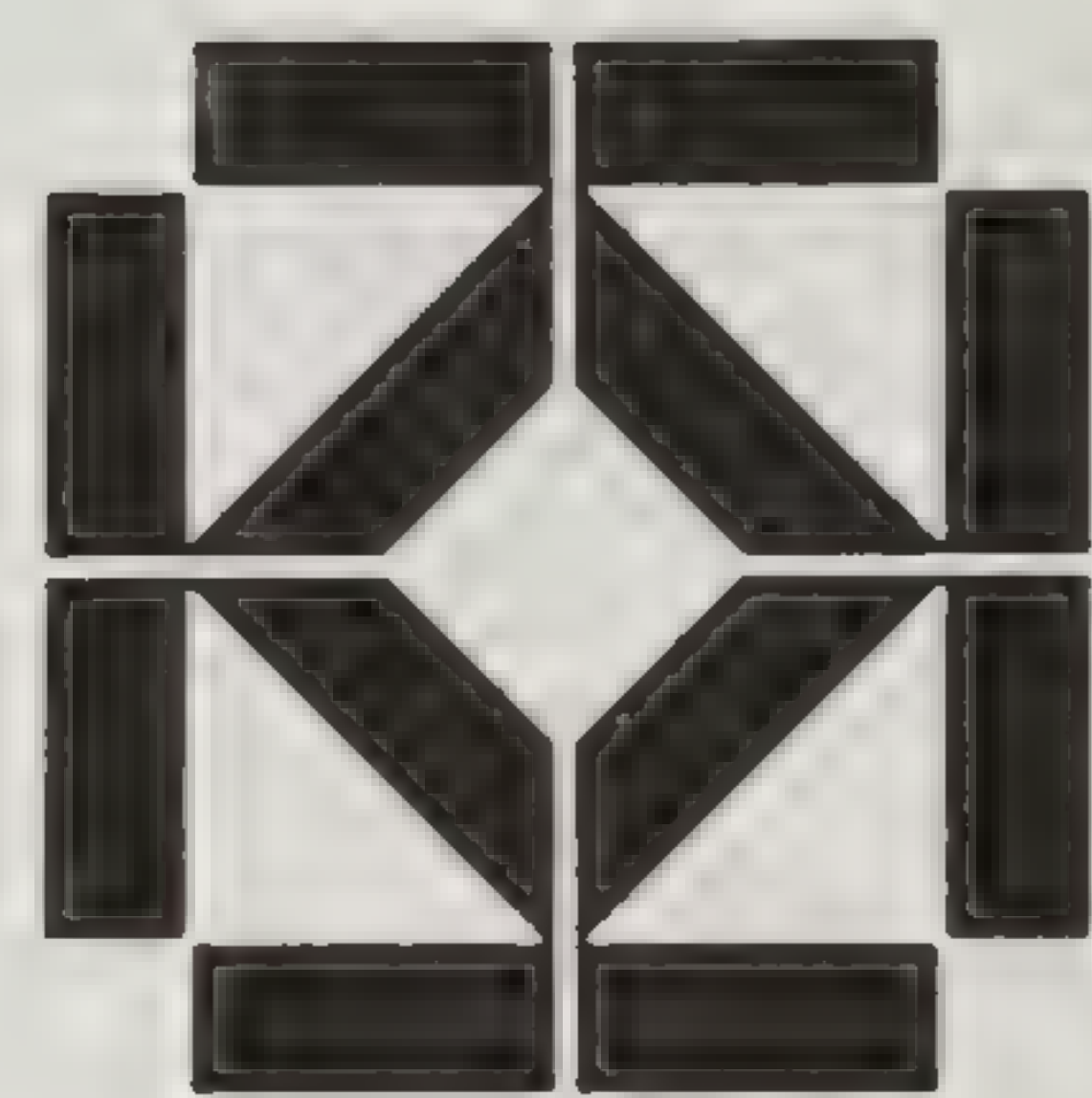
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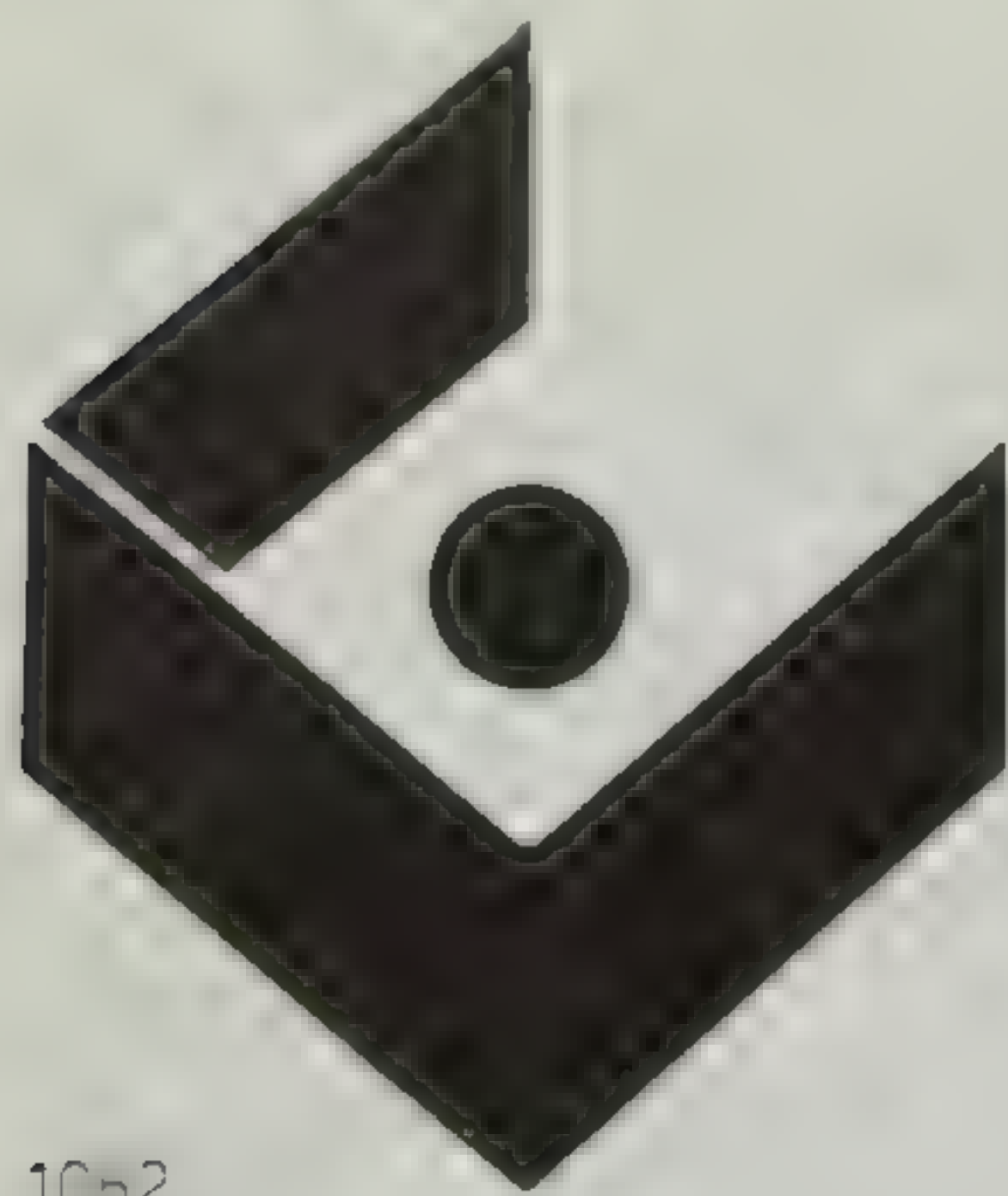
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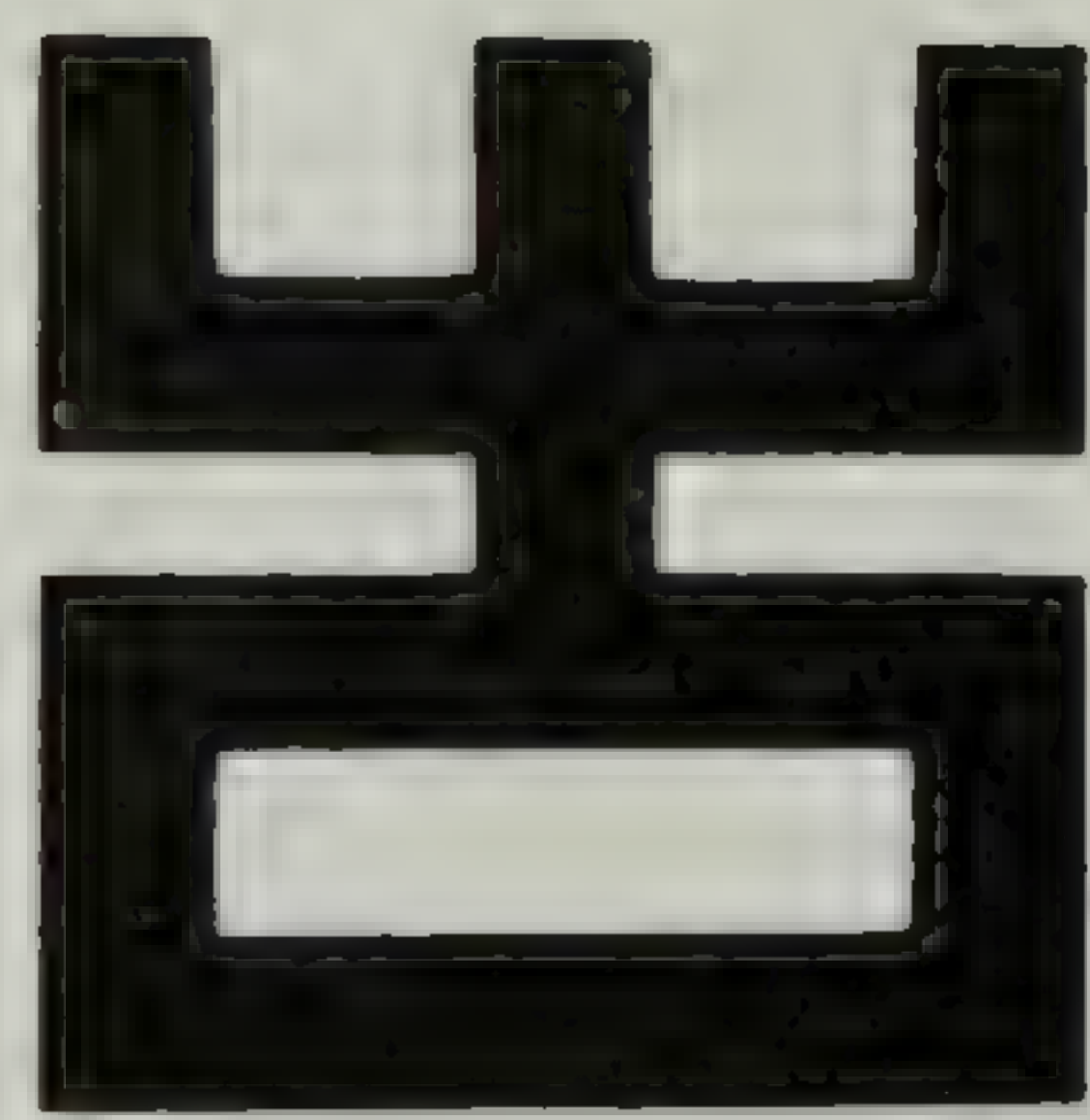
rectangles



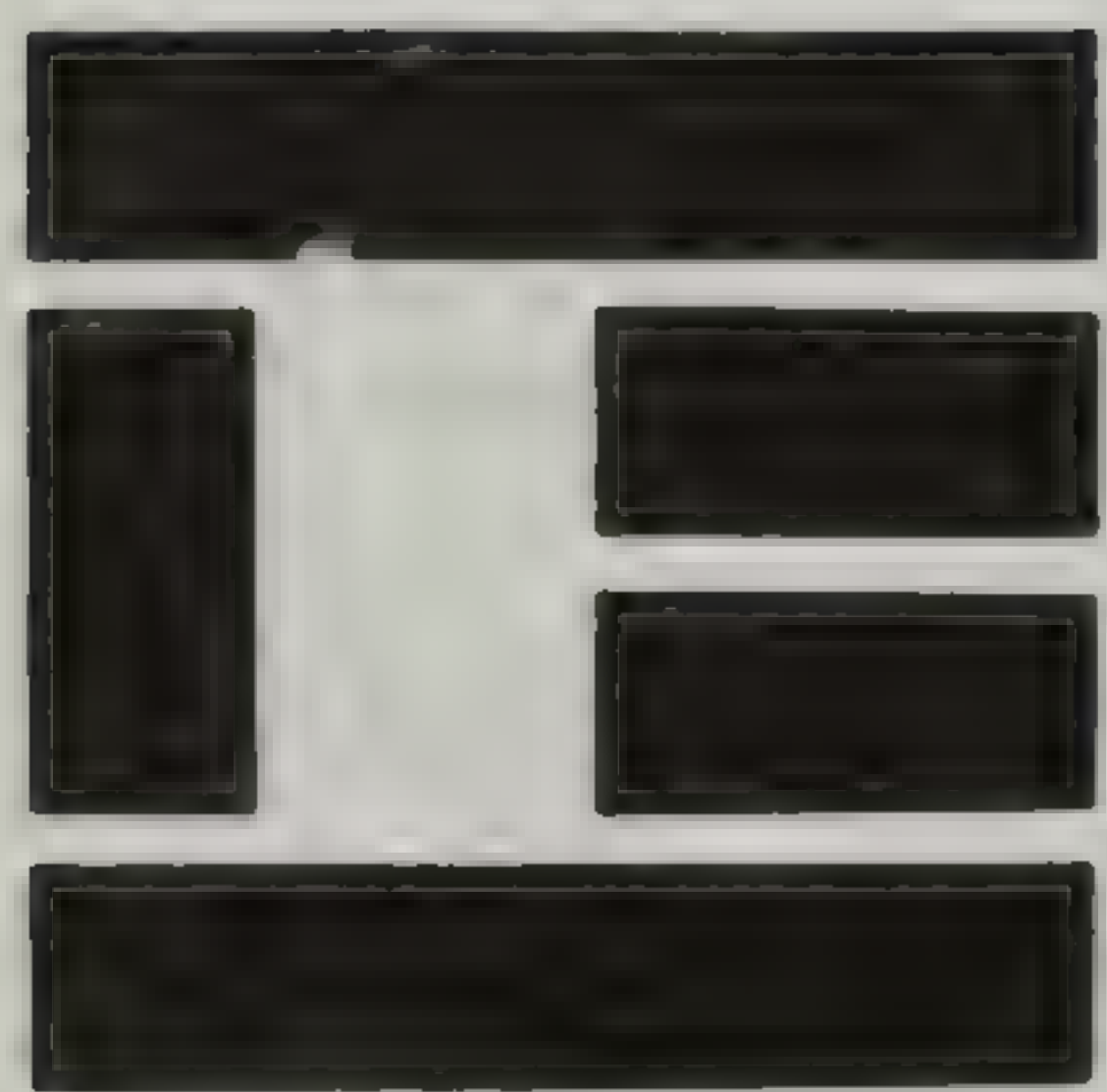
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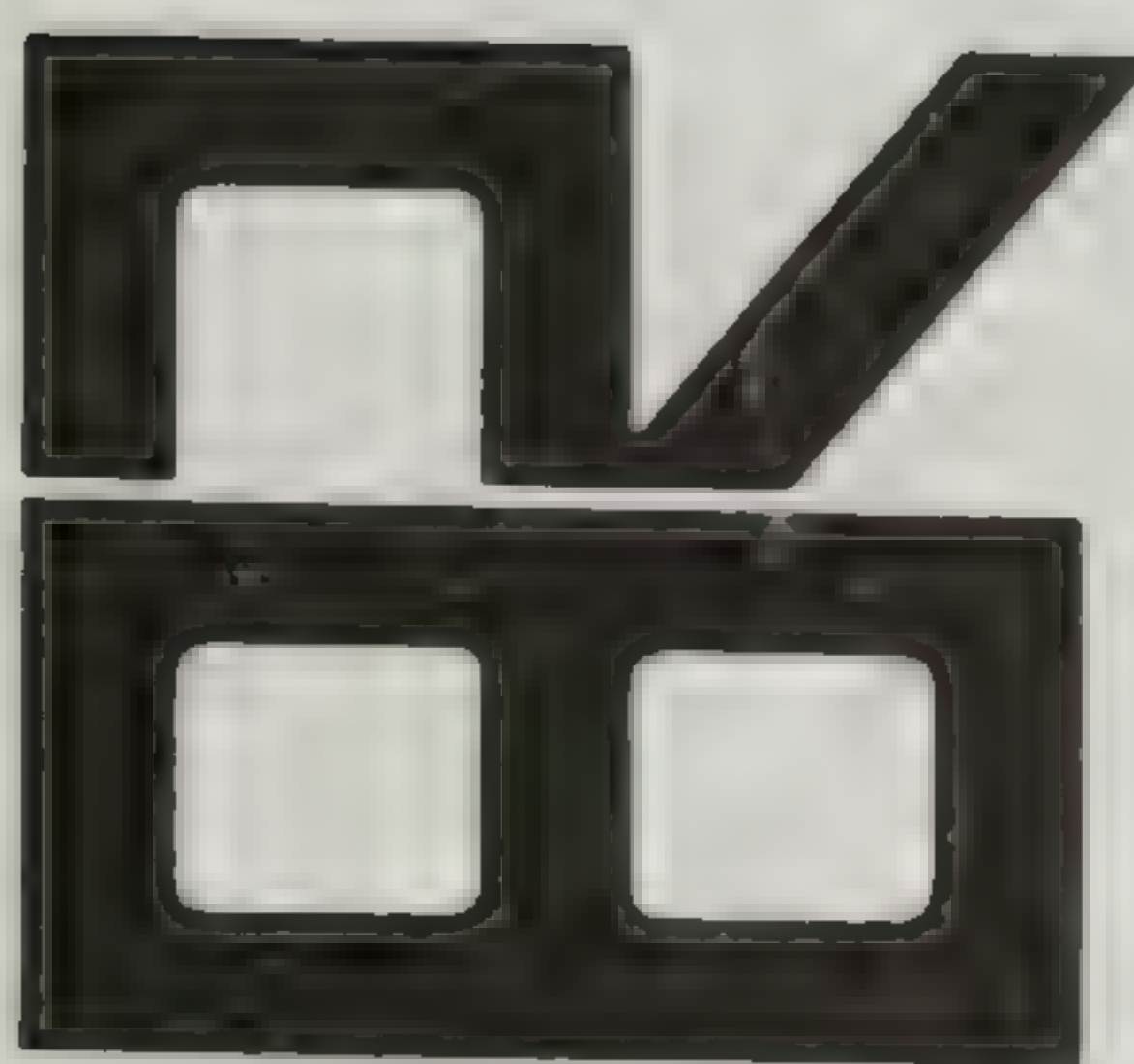
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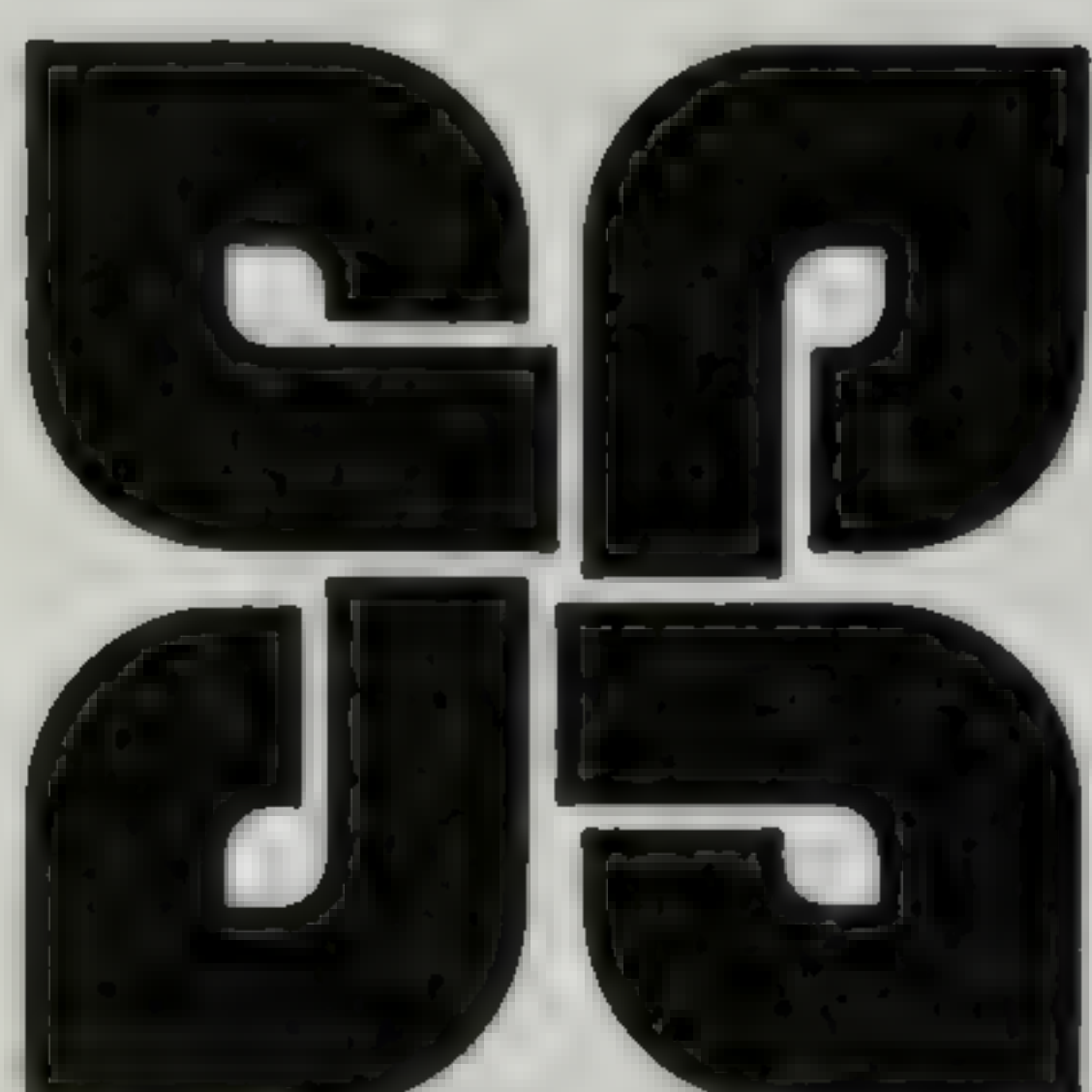
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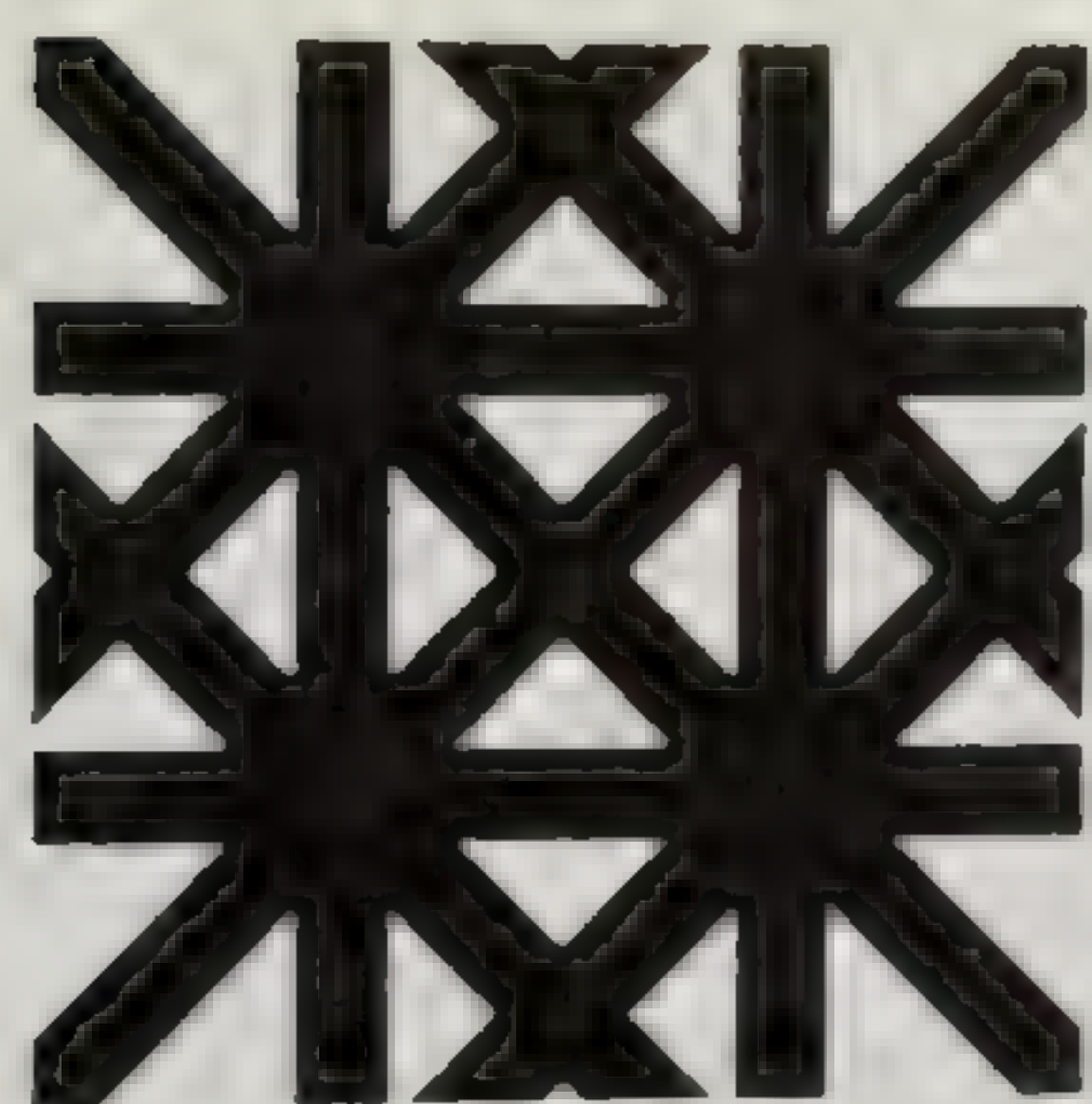


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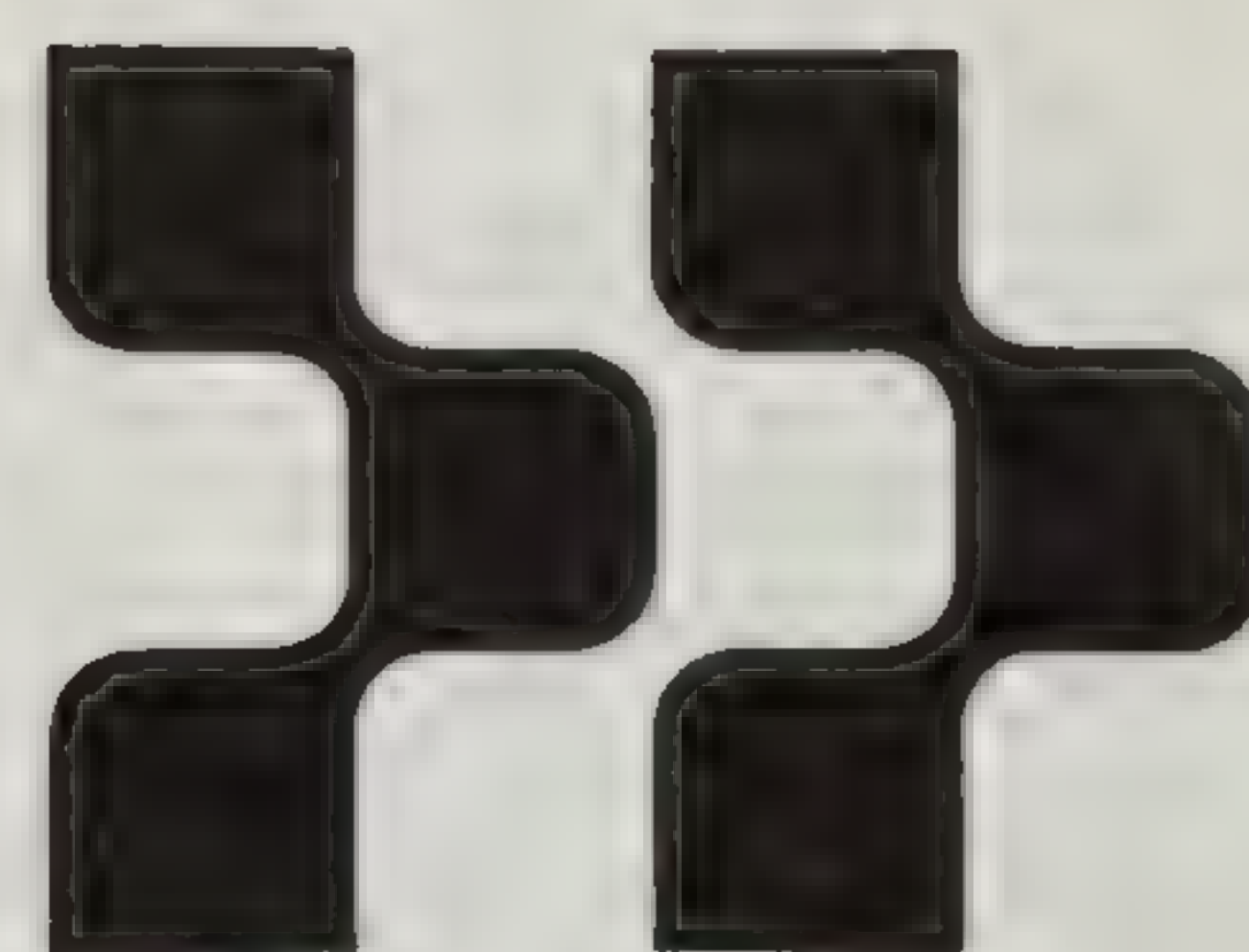




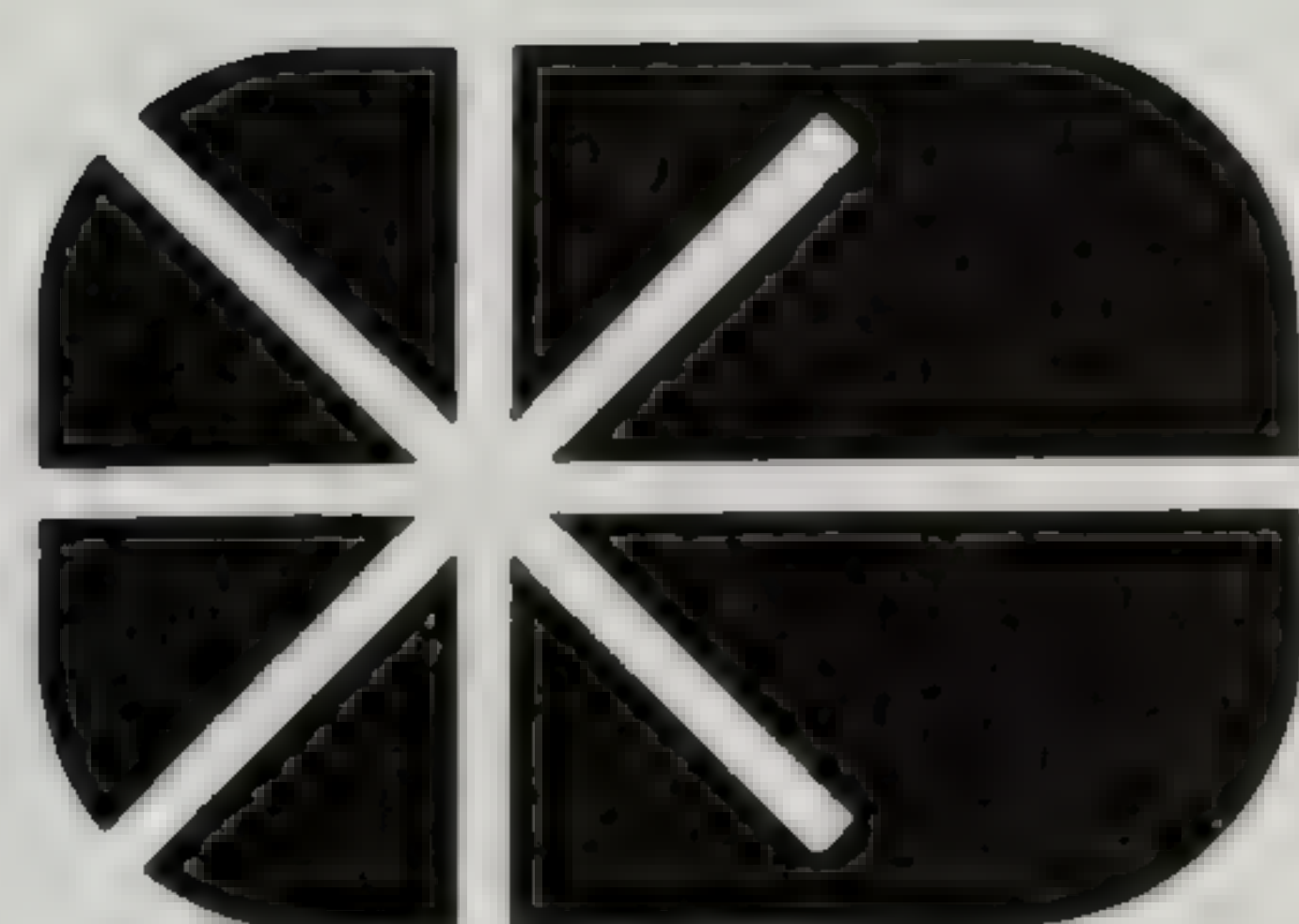
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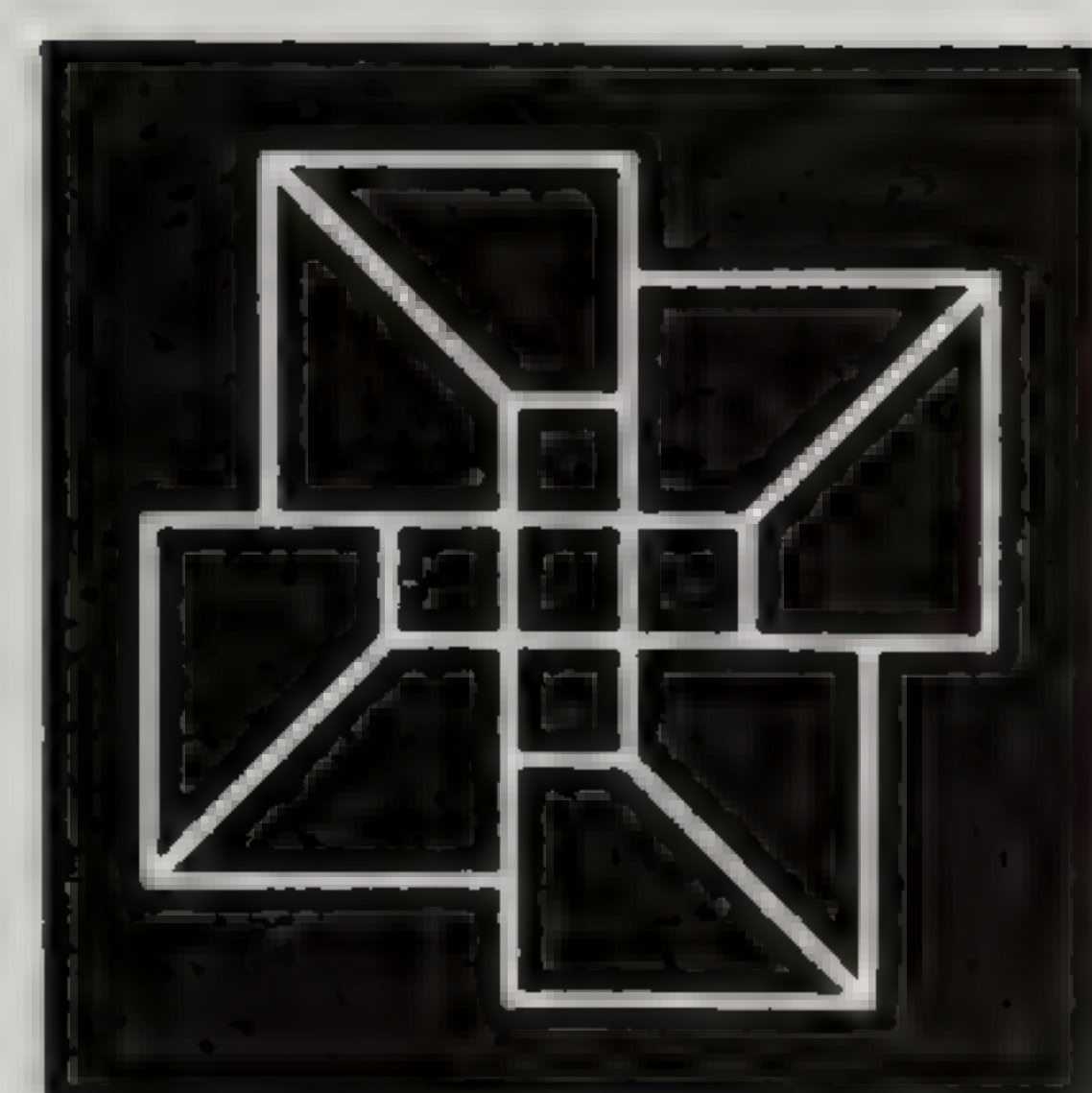
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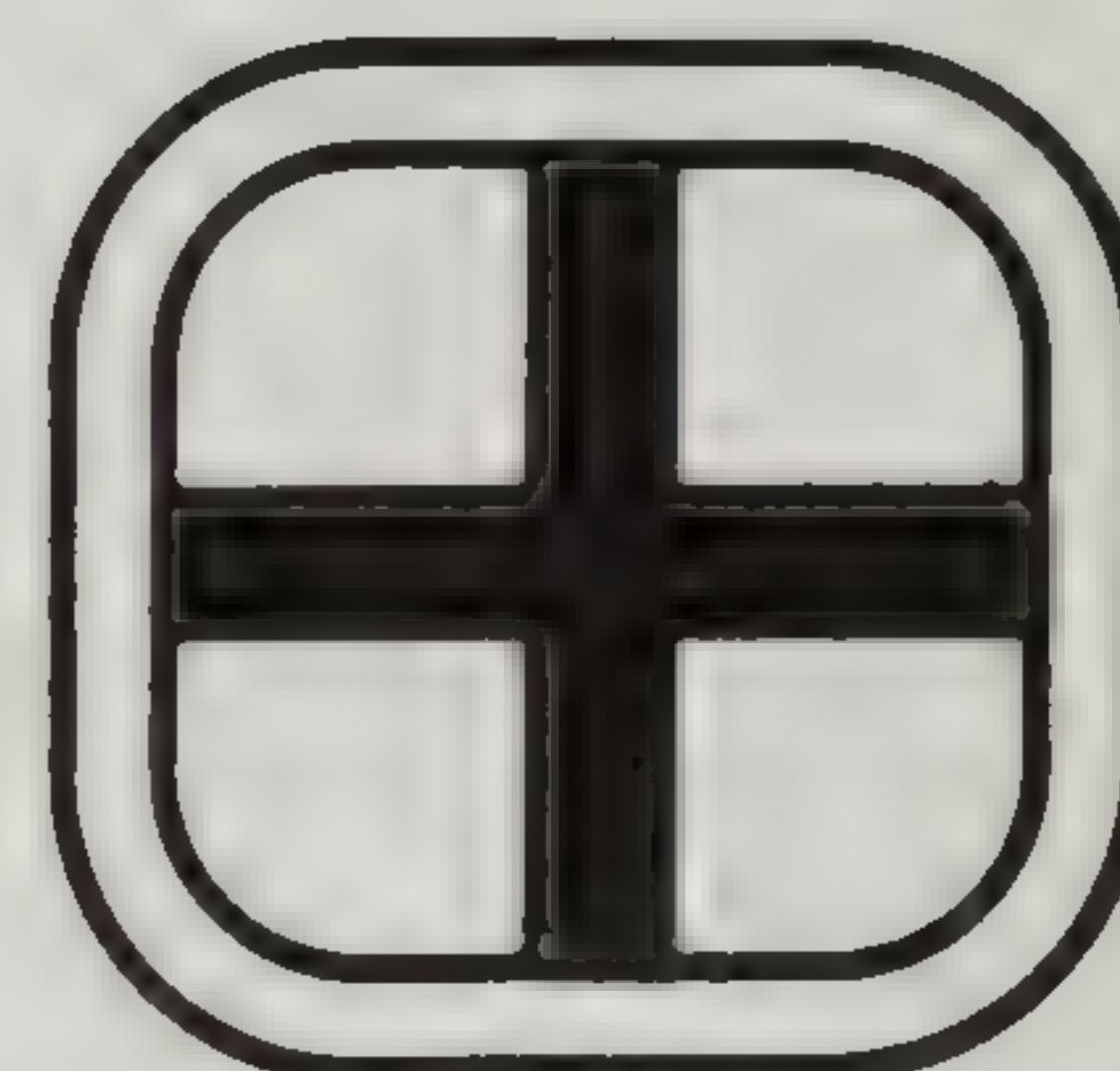
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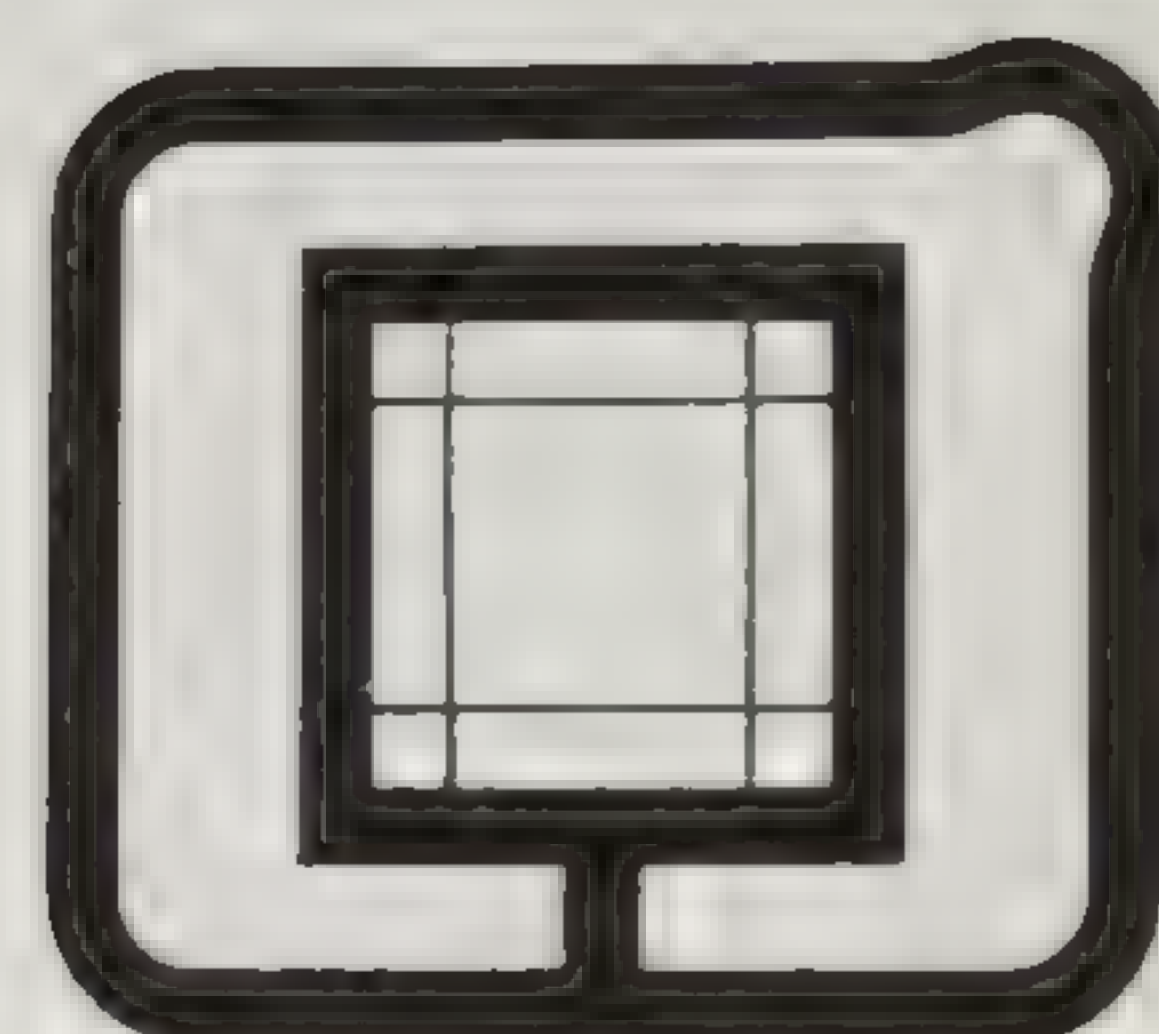
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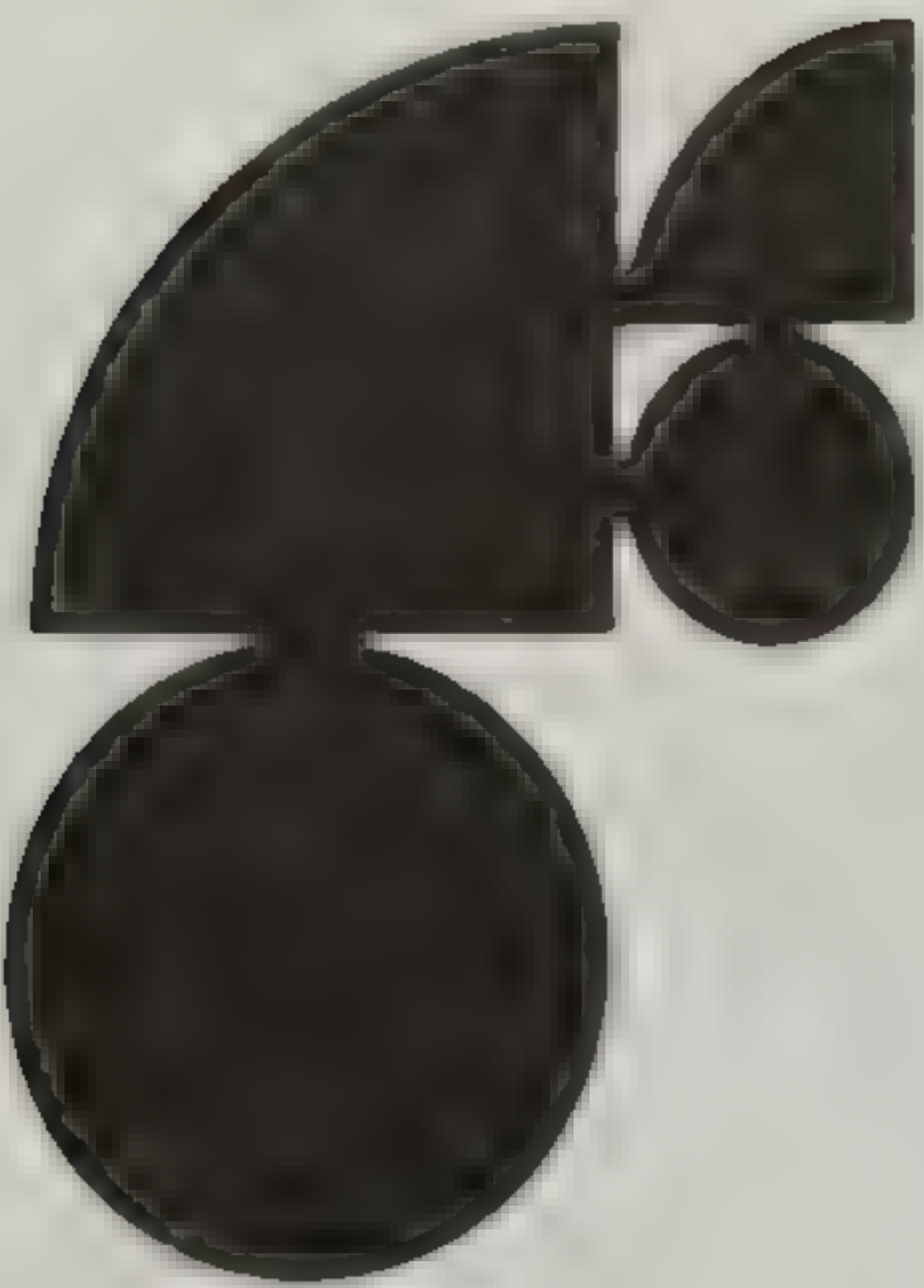


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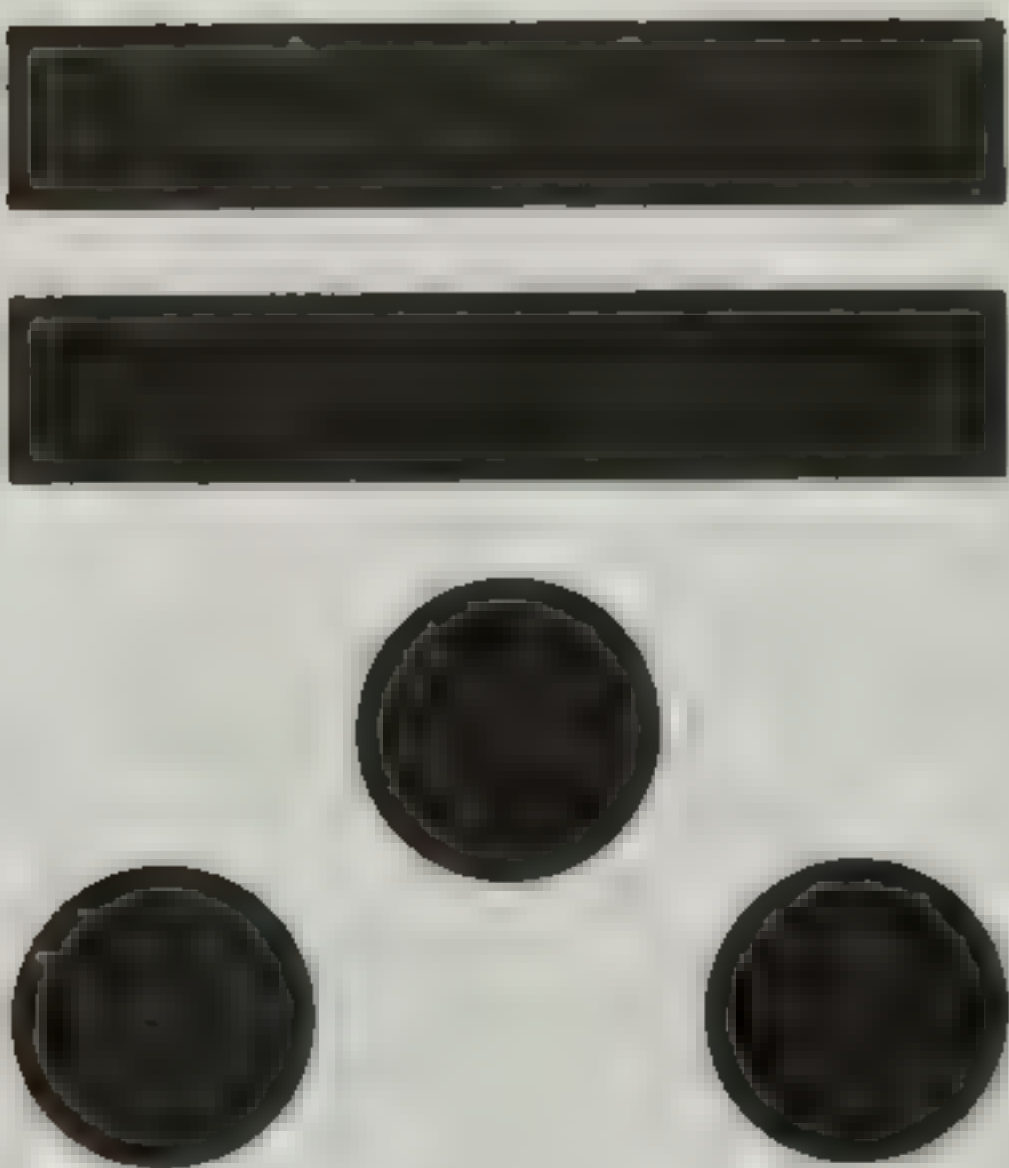


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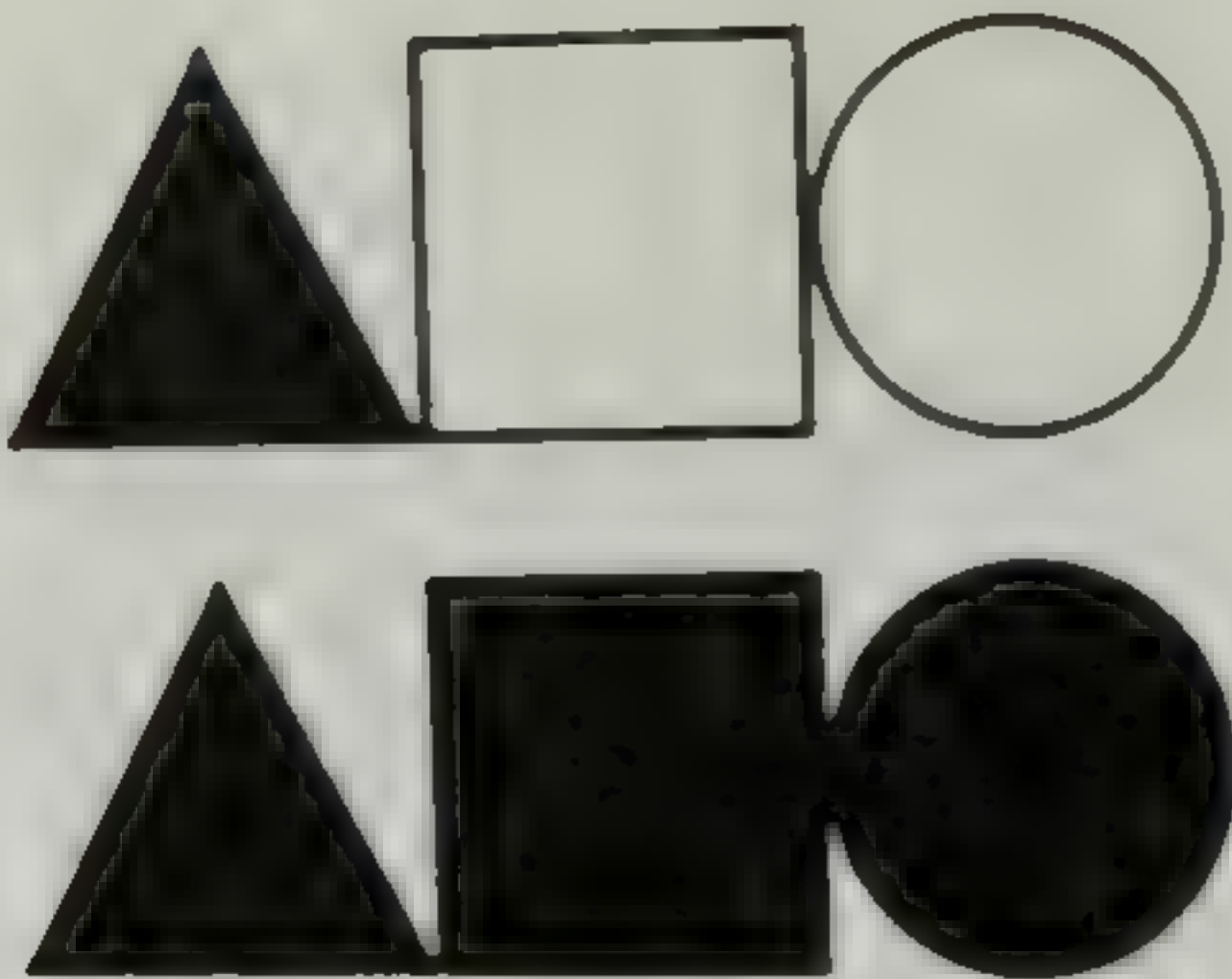




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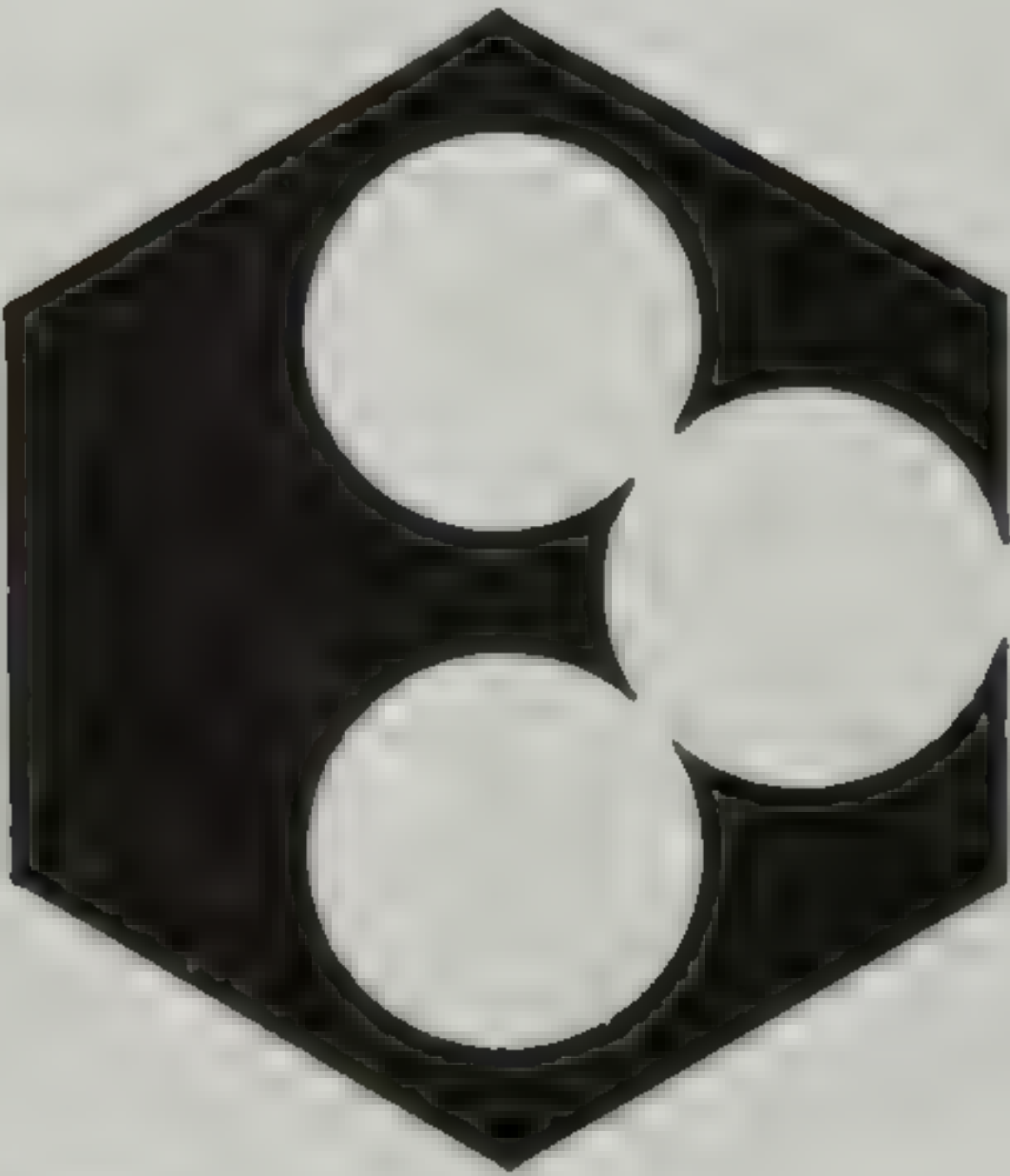
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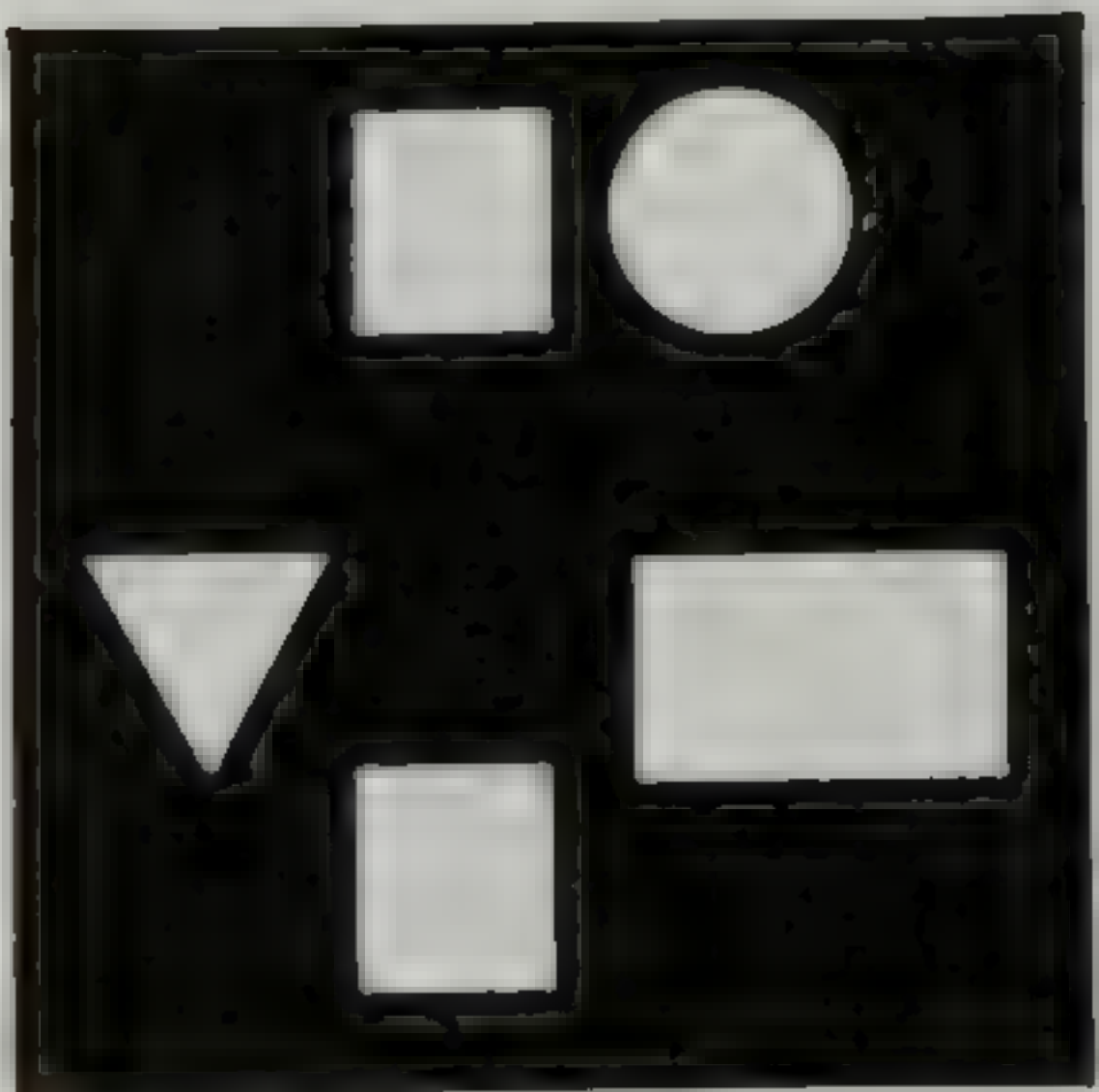
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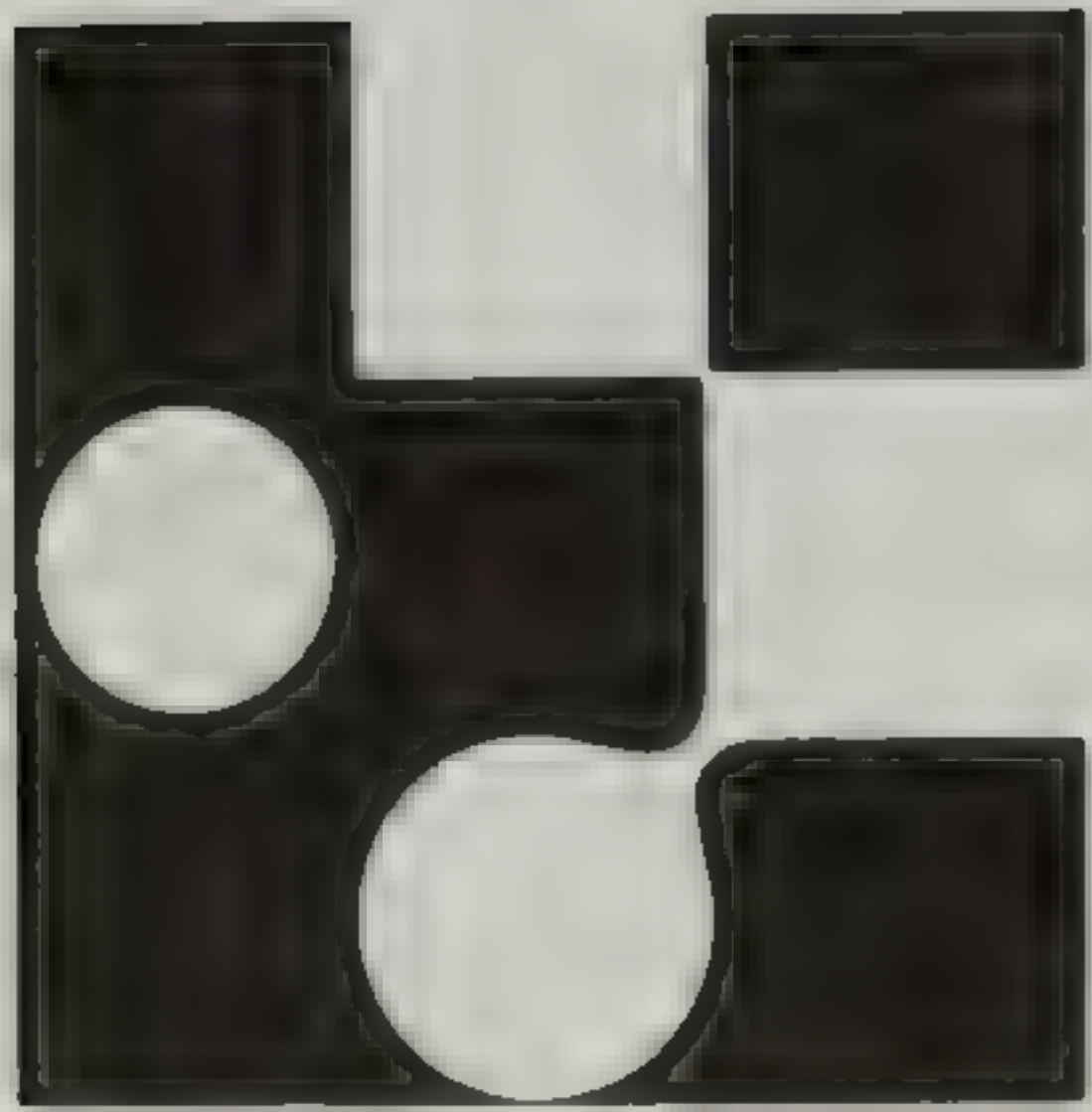
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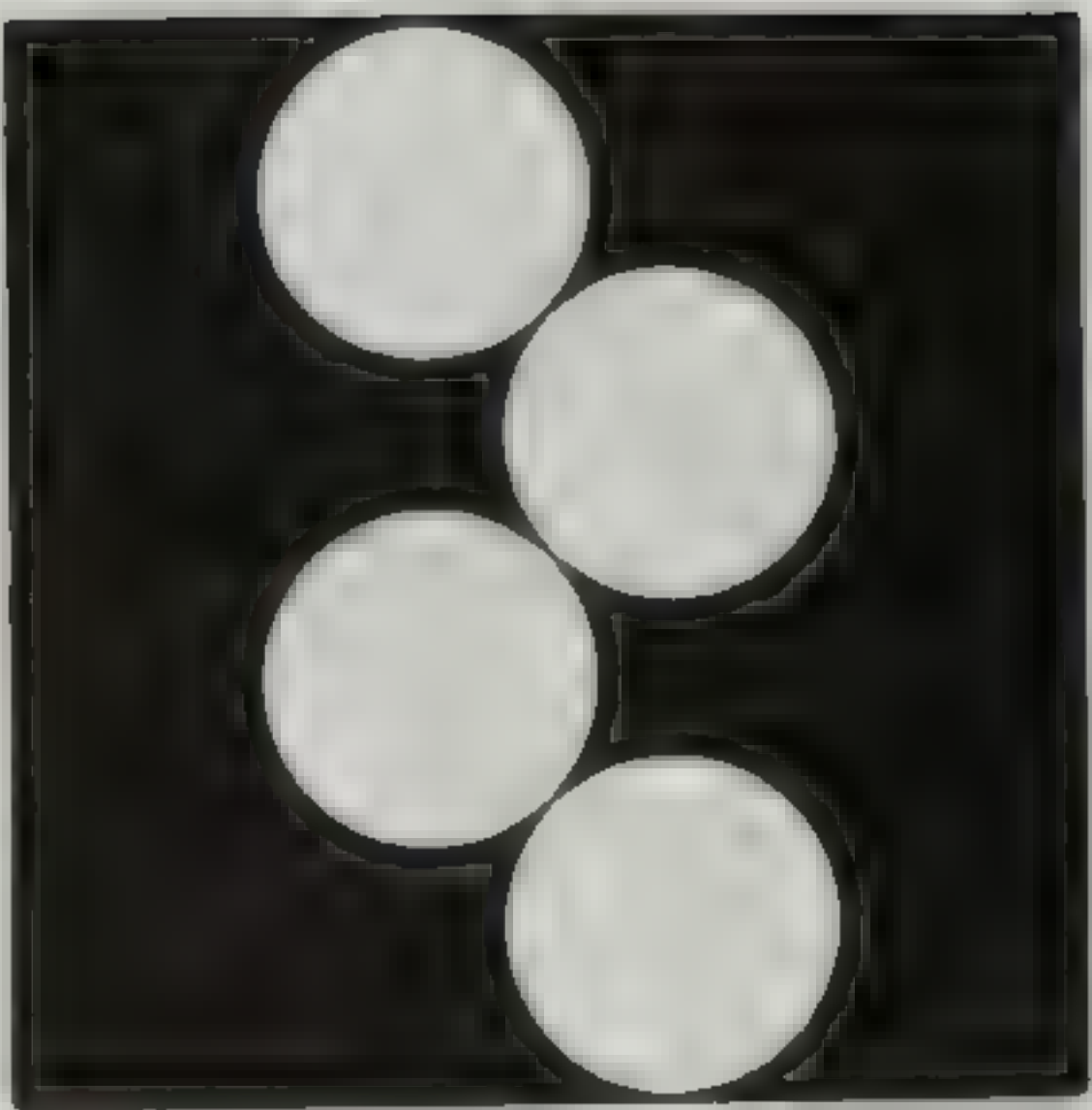
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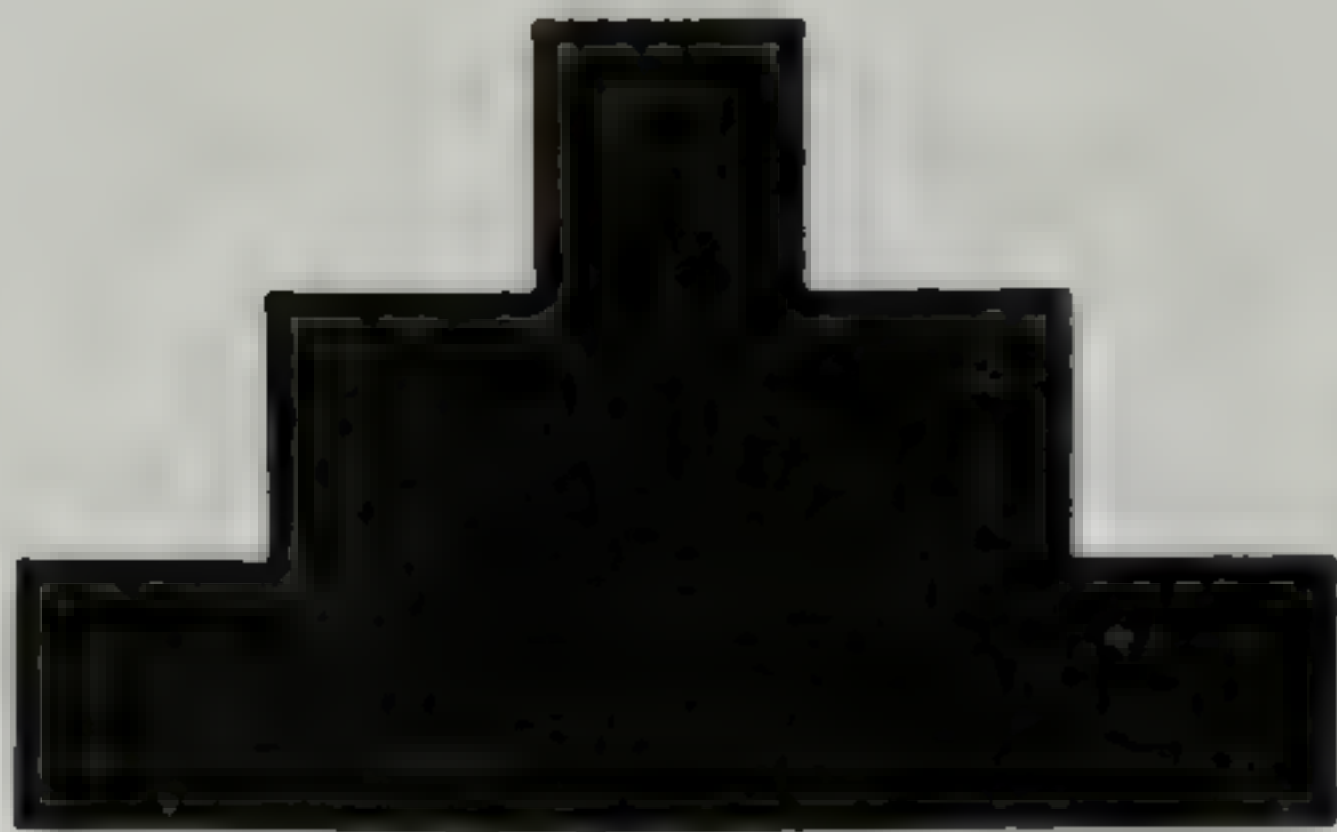
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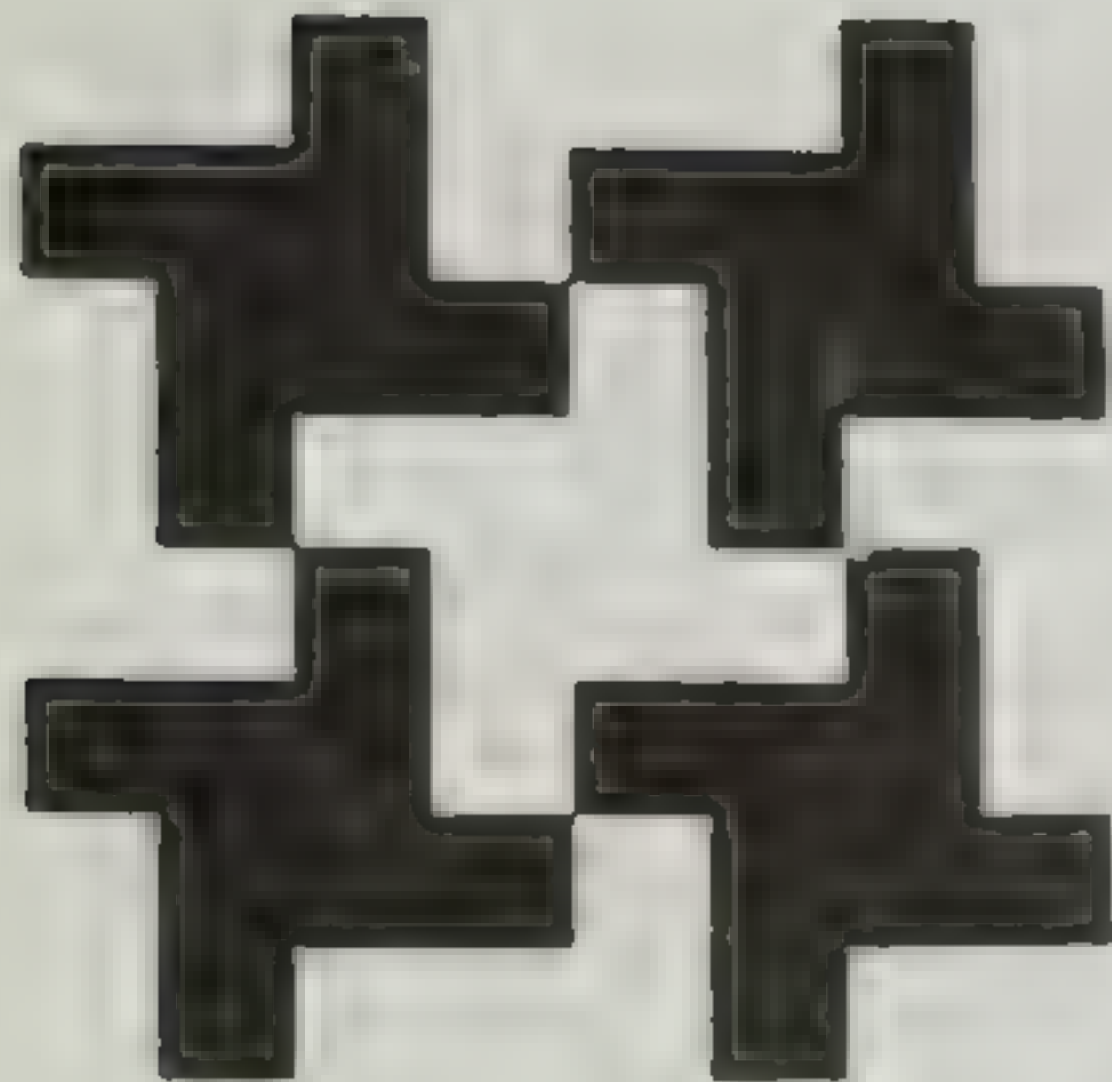
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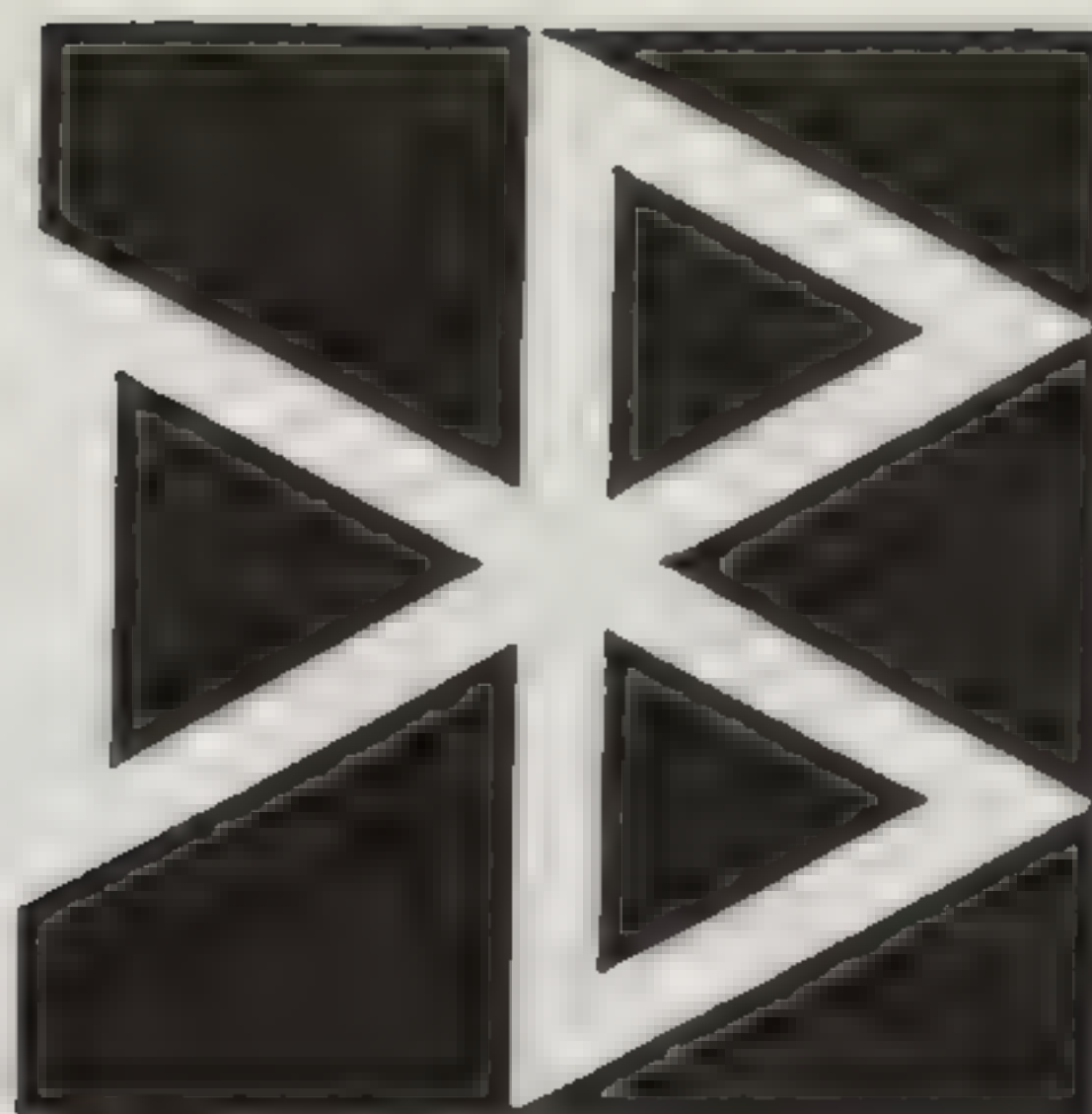


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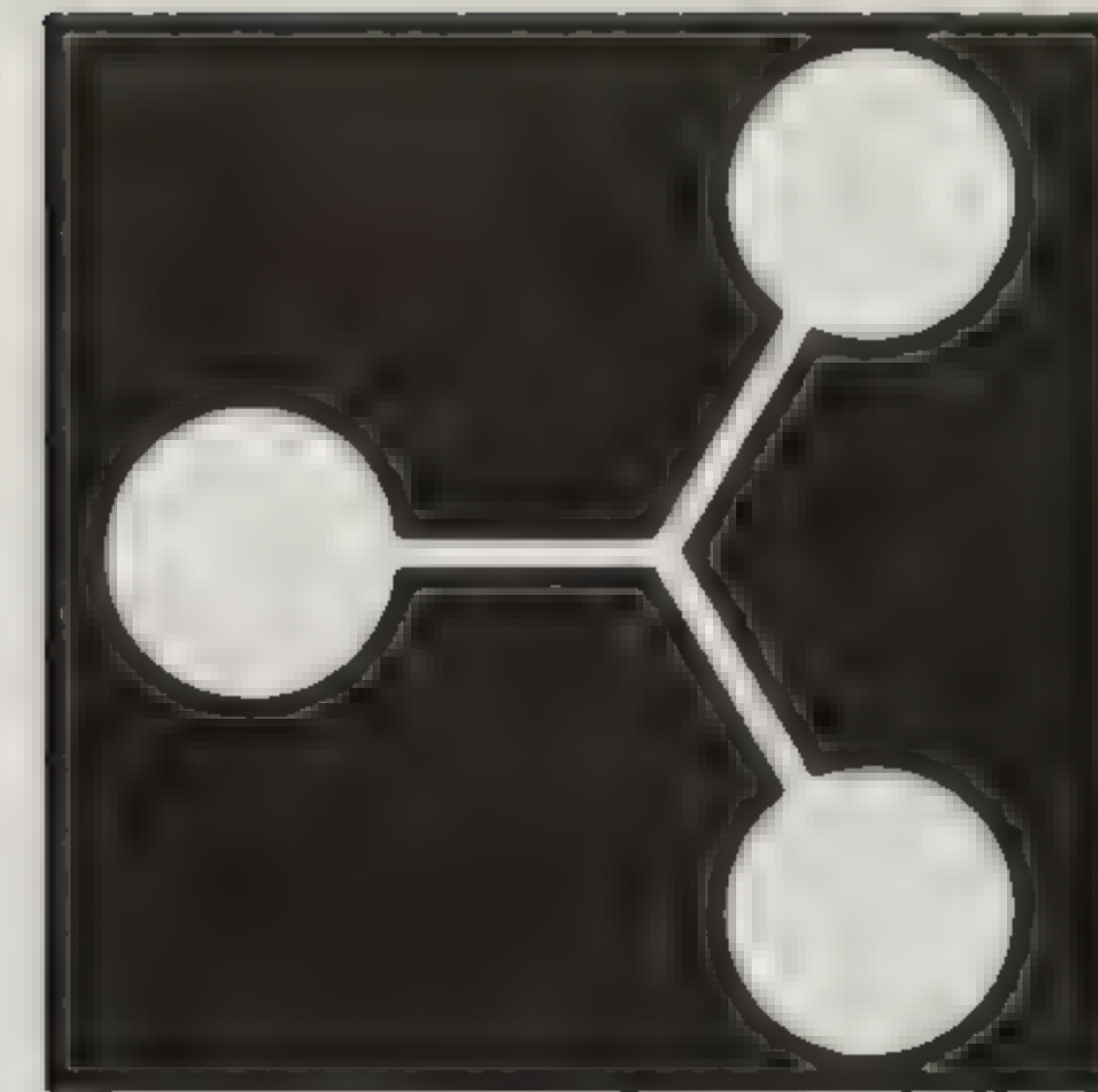




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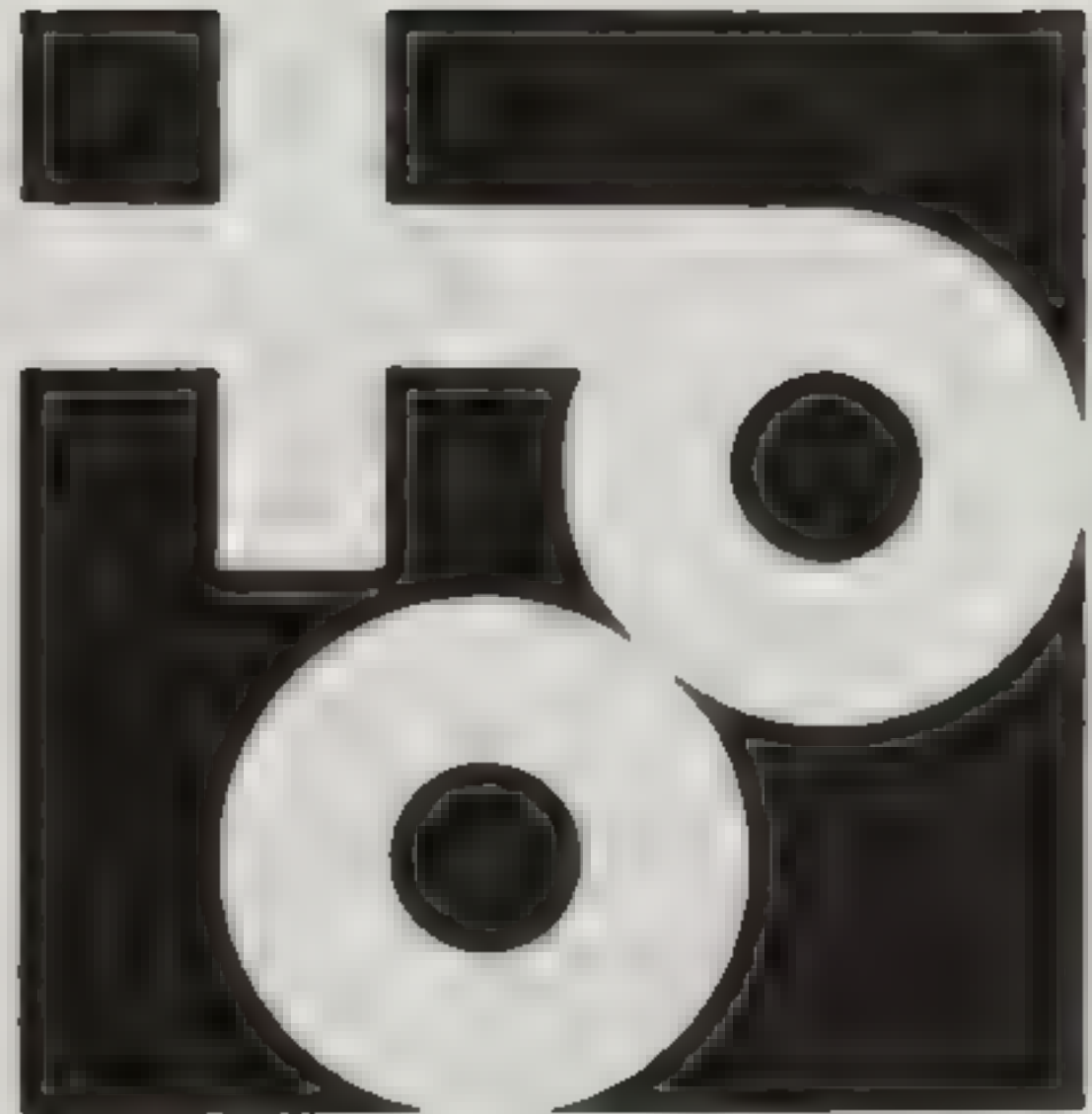
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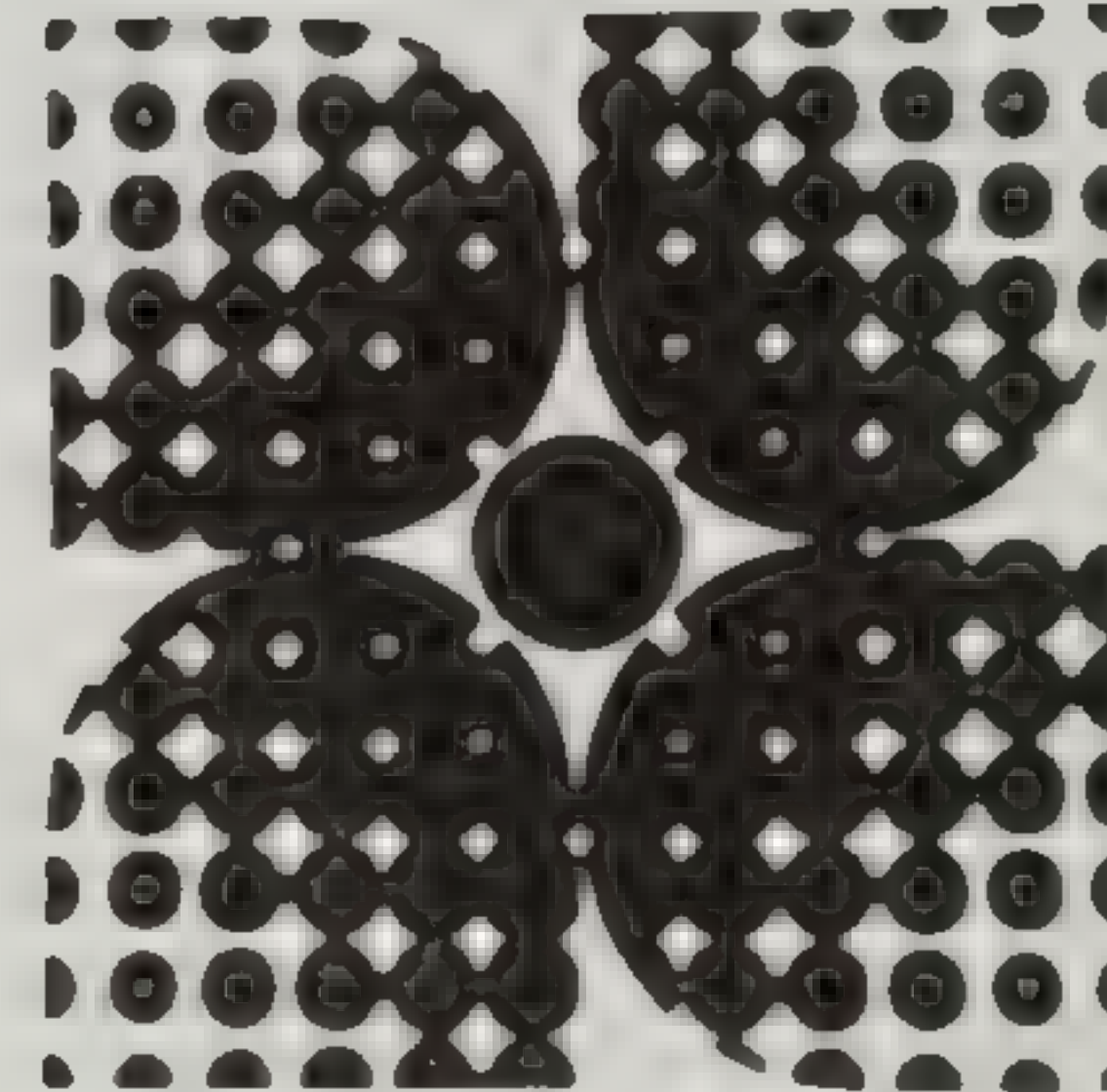
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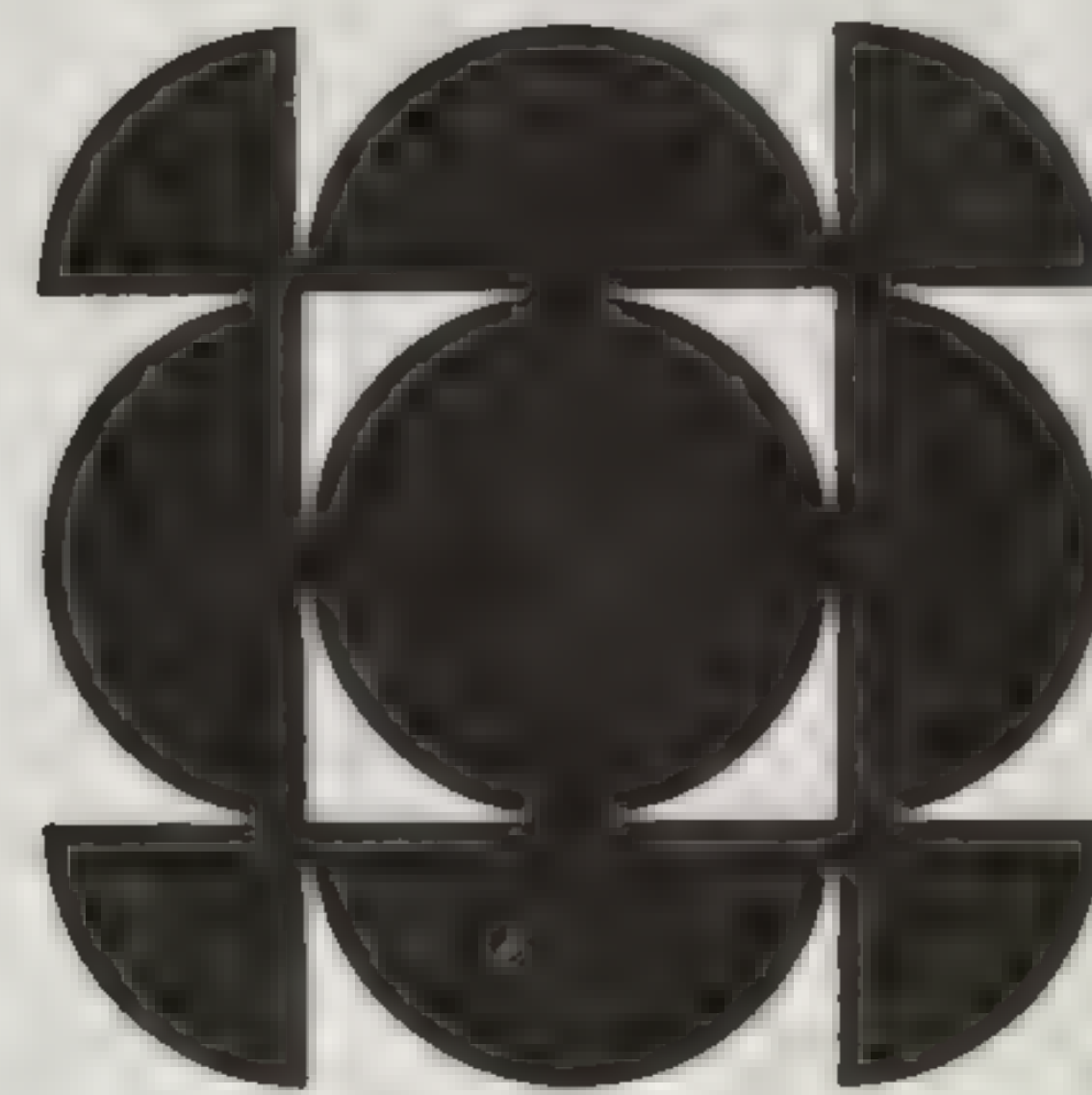
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1101



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rectangles



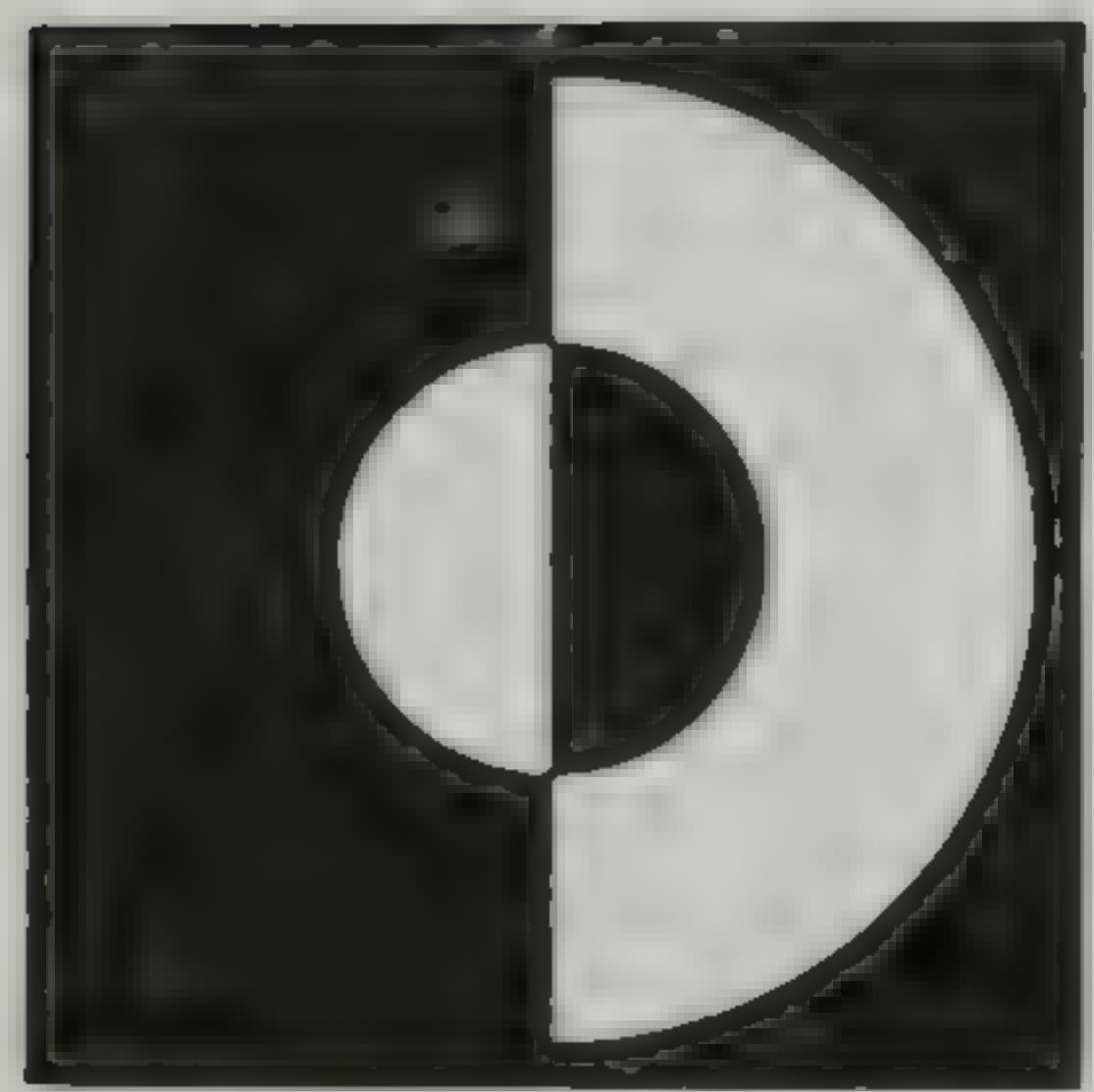
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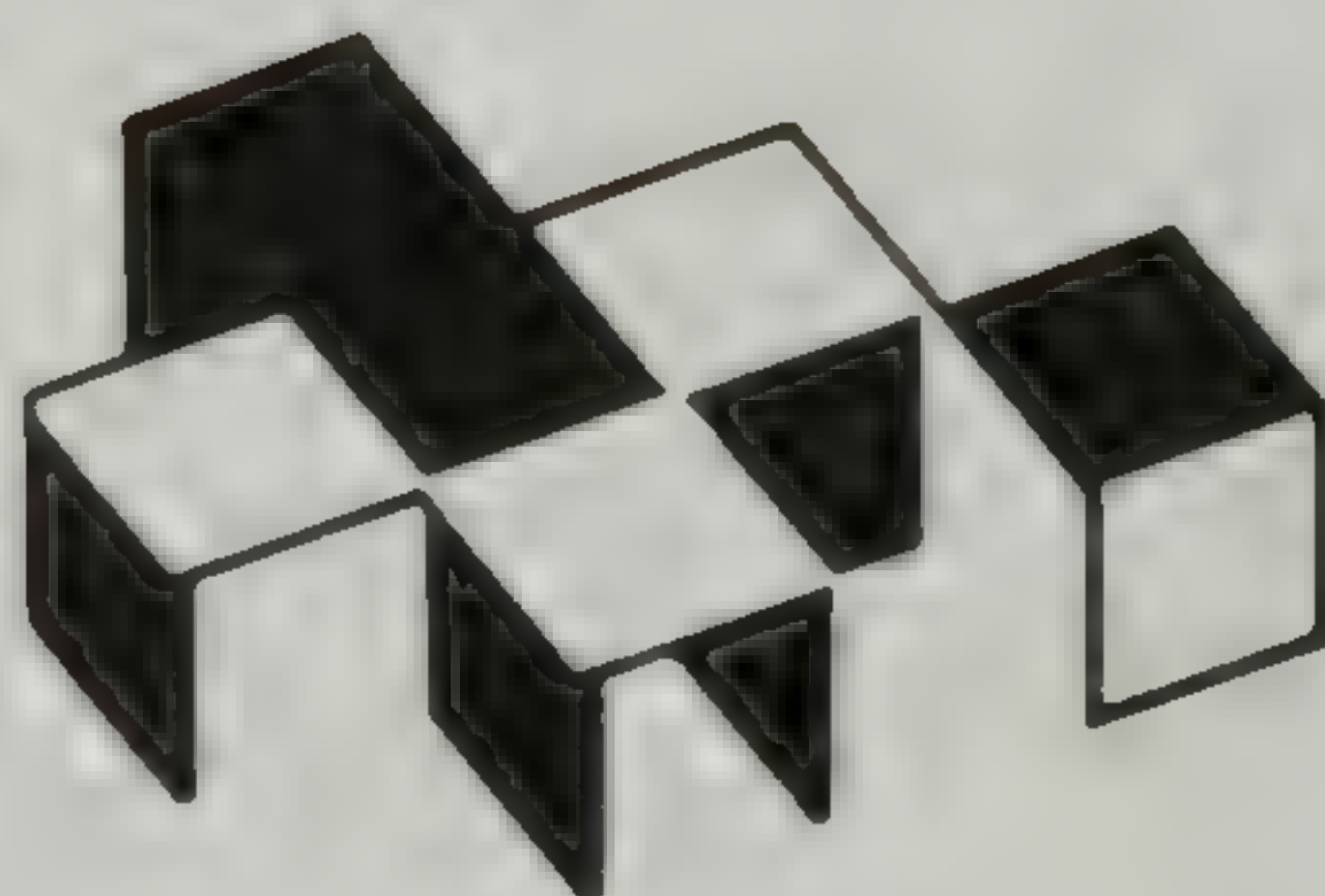
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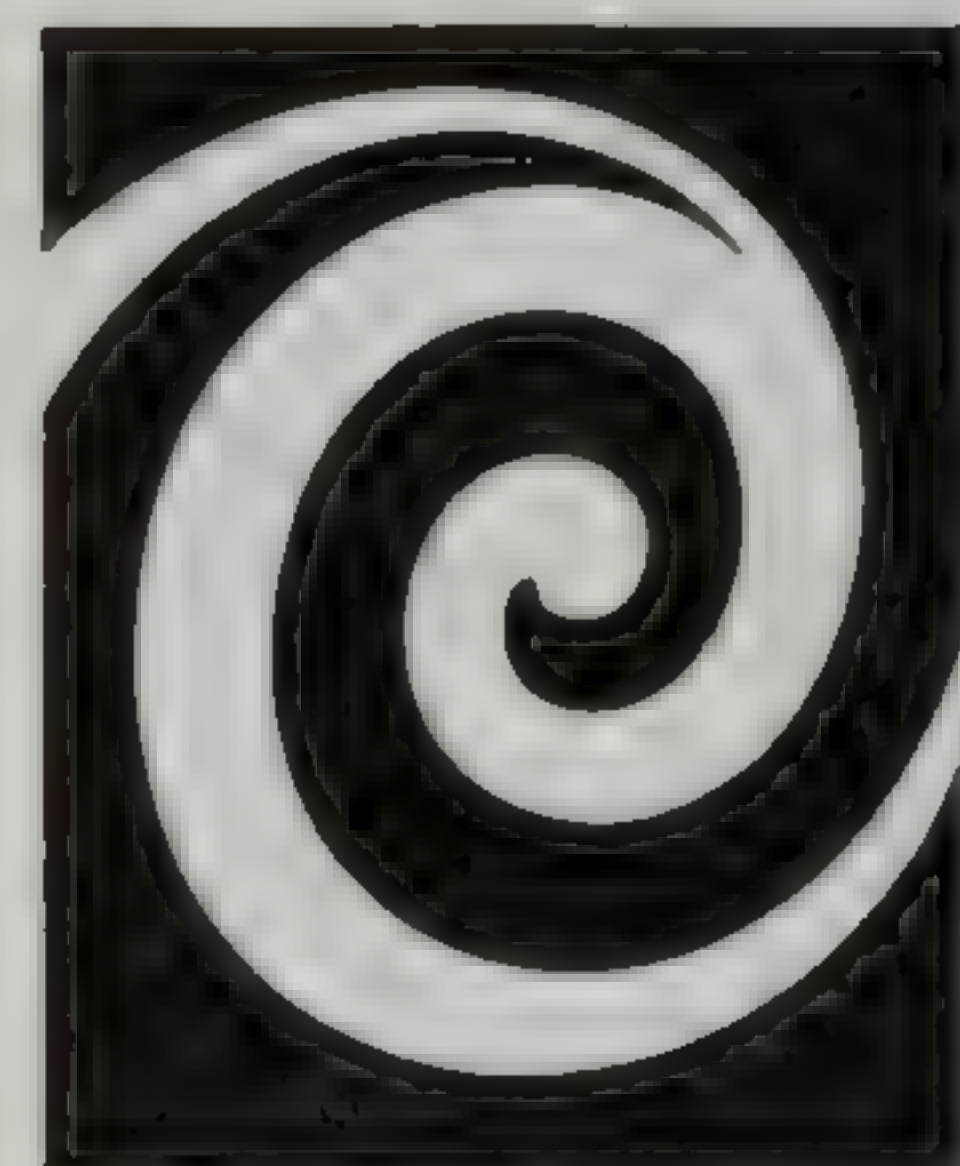
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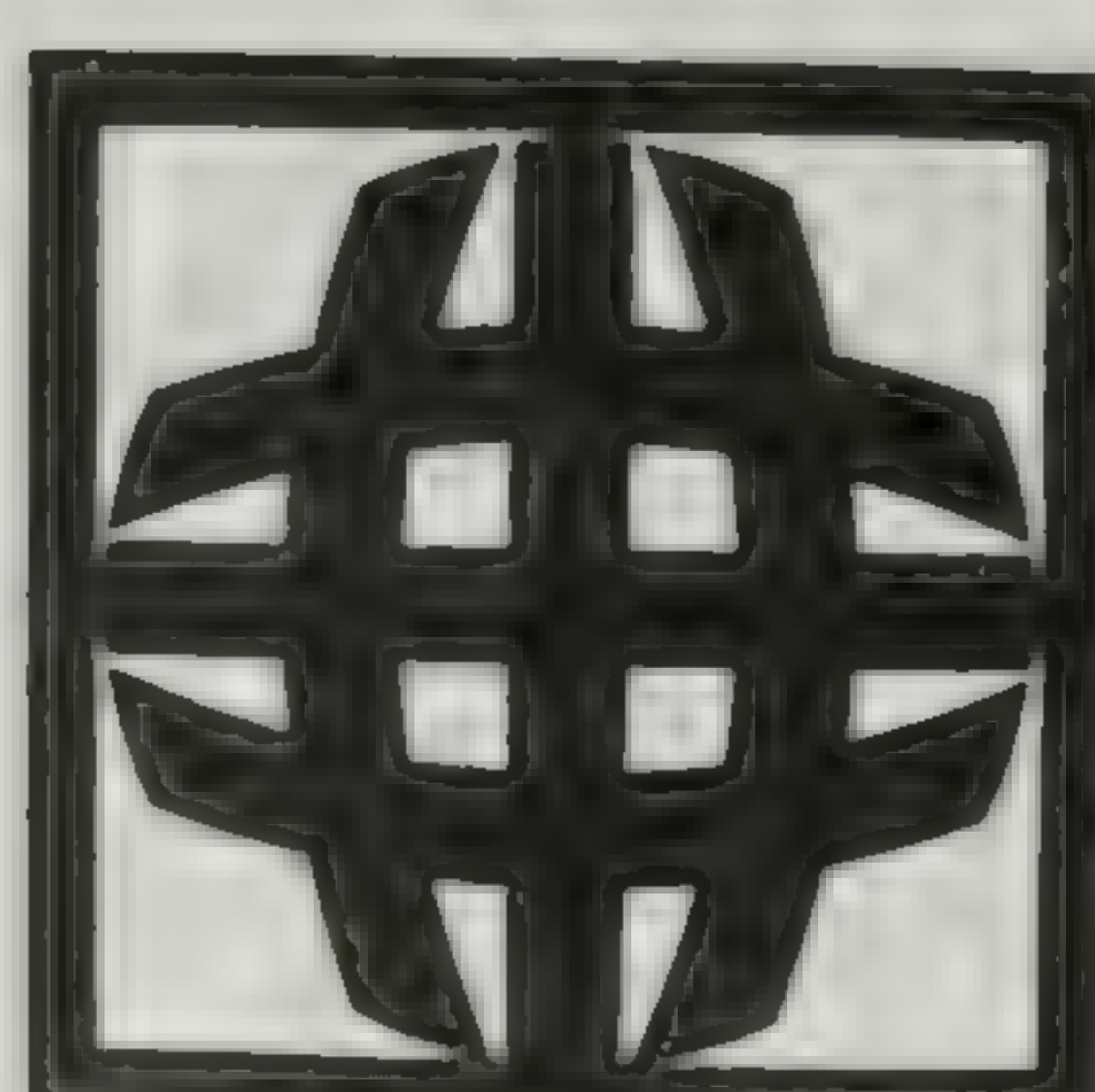
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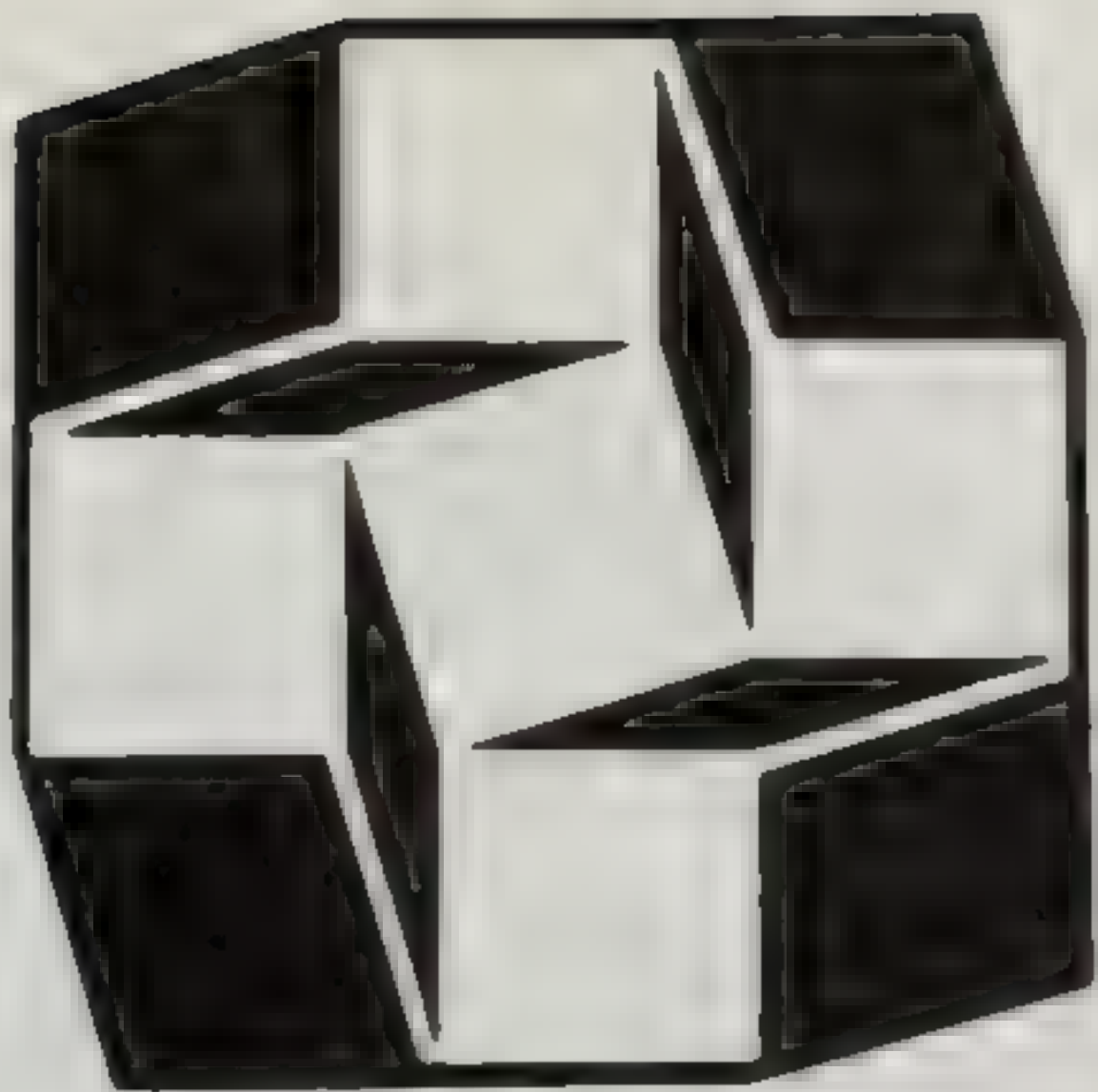


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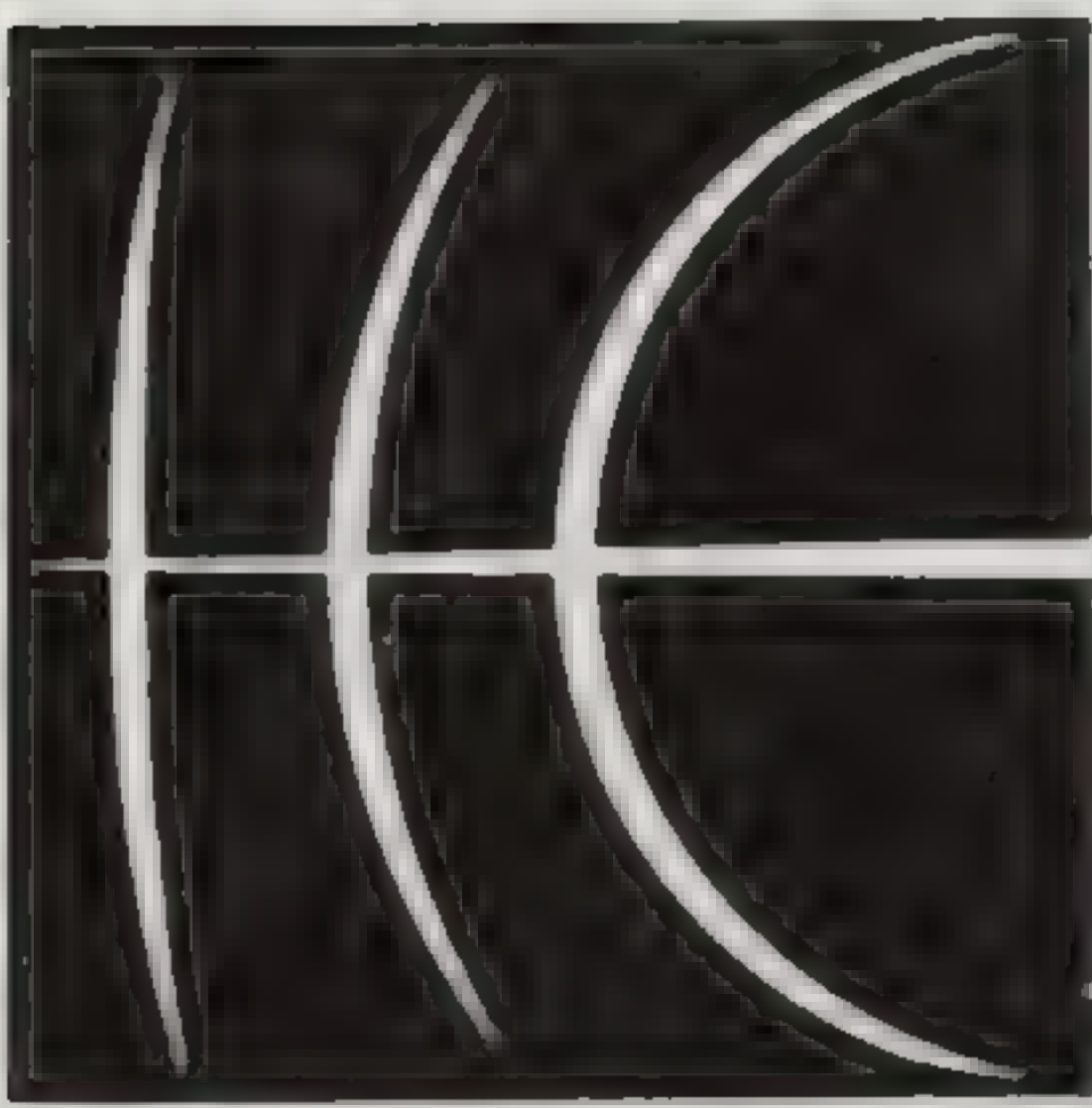
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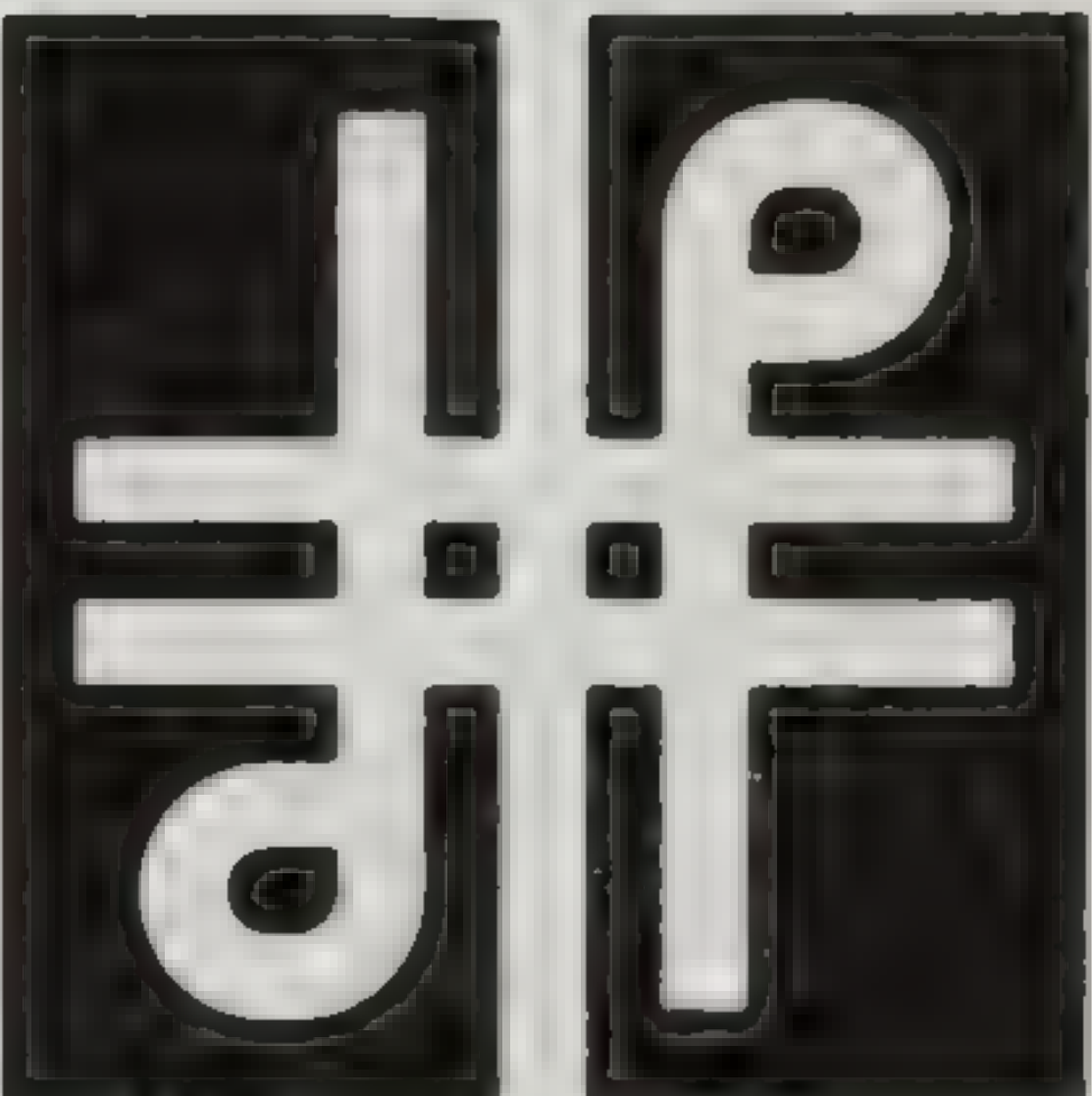
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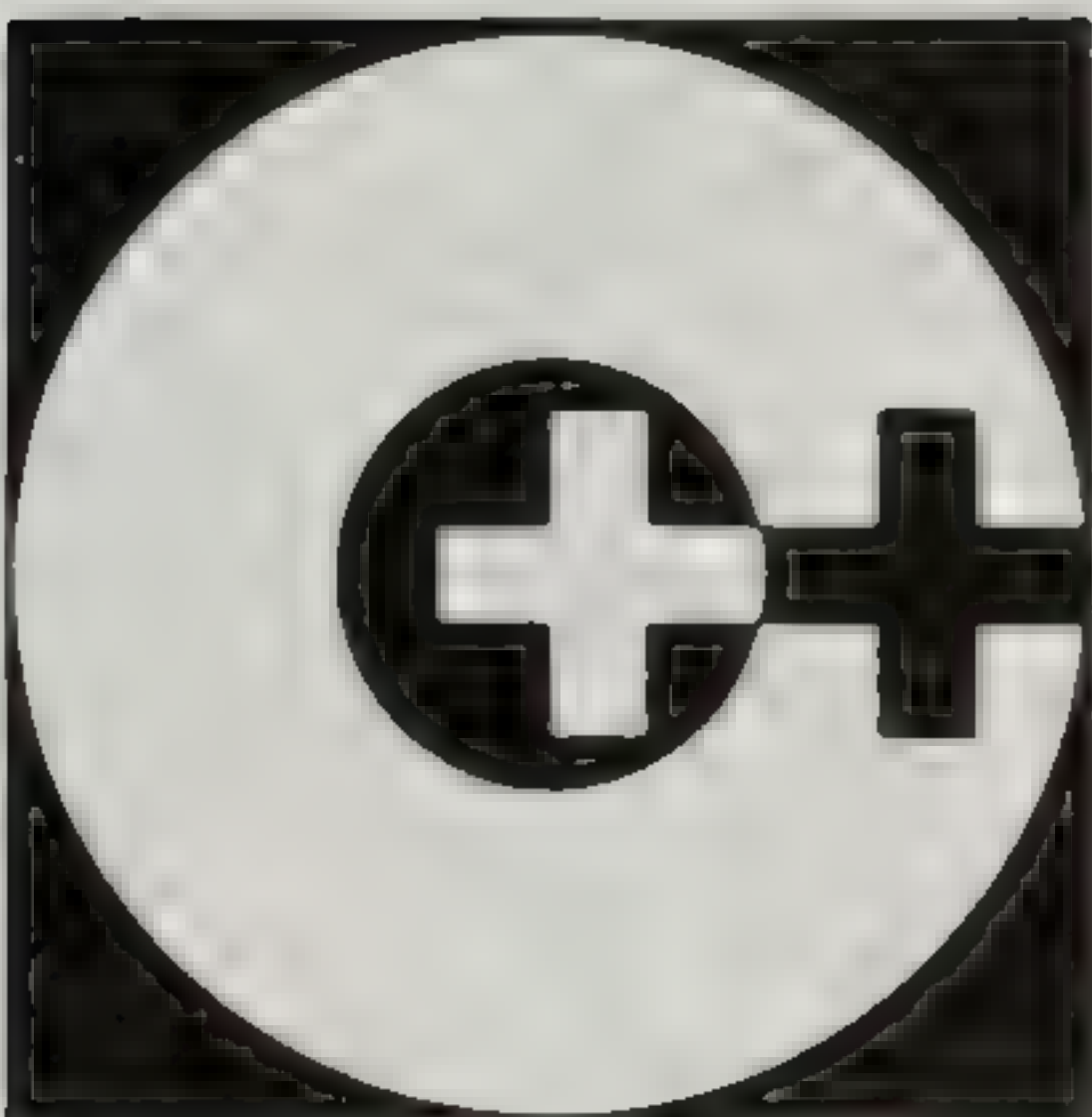
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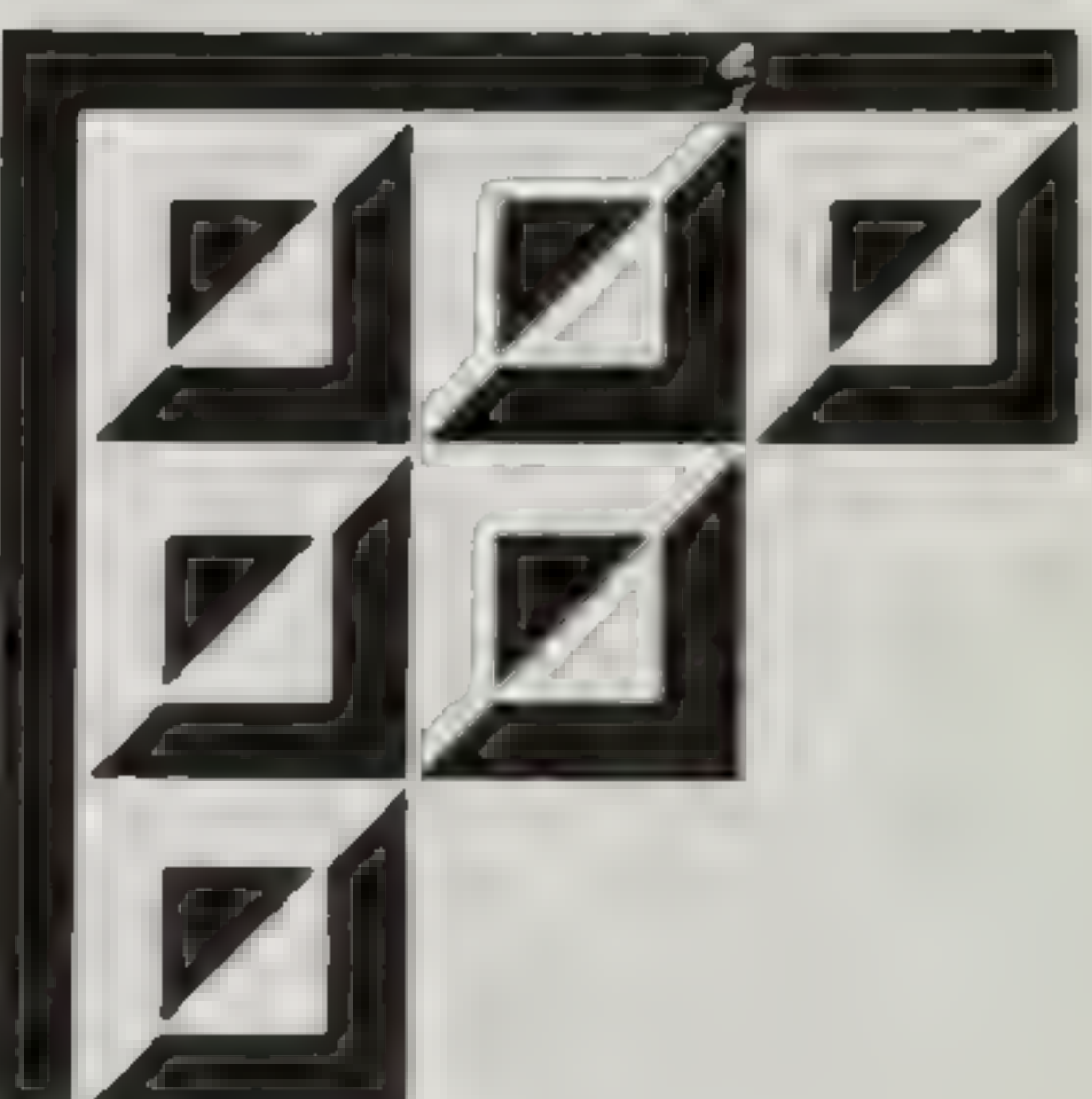
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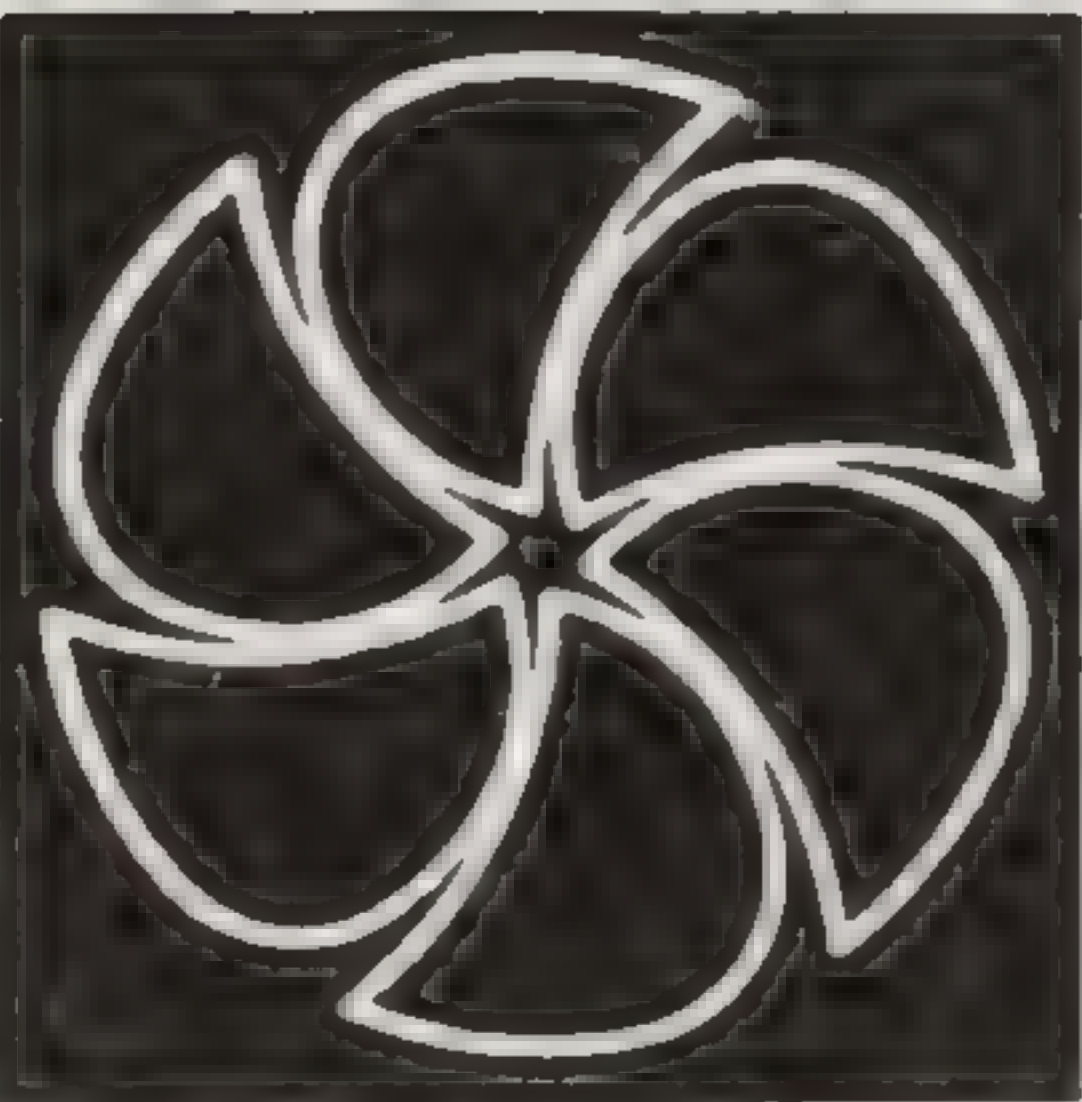
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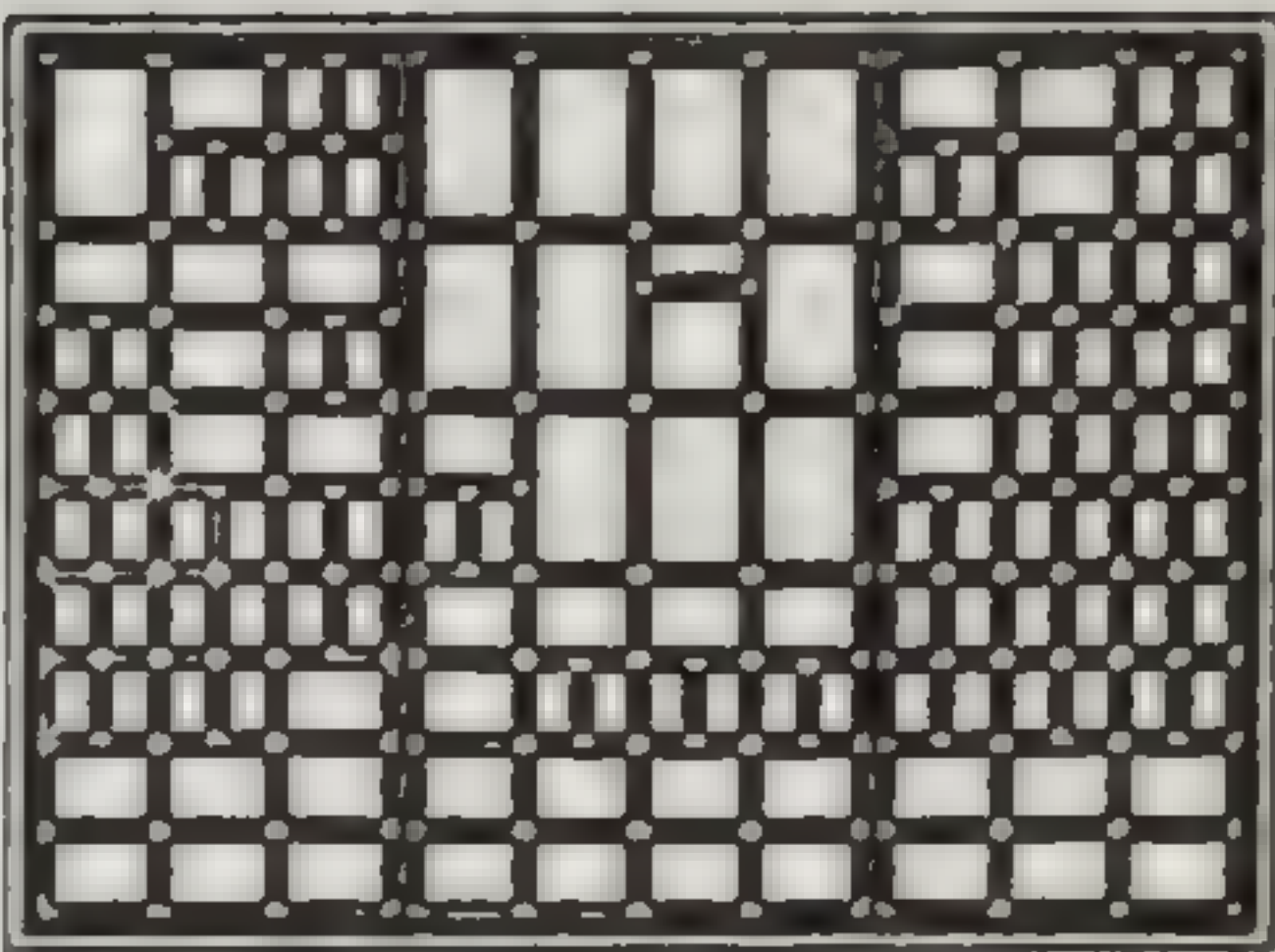
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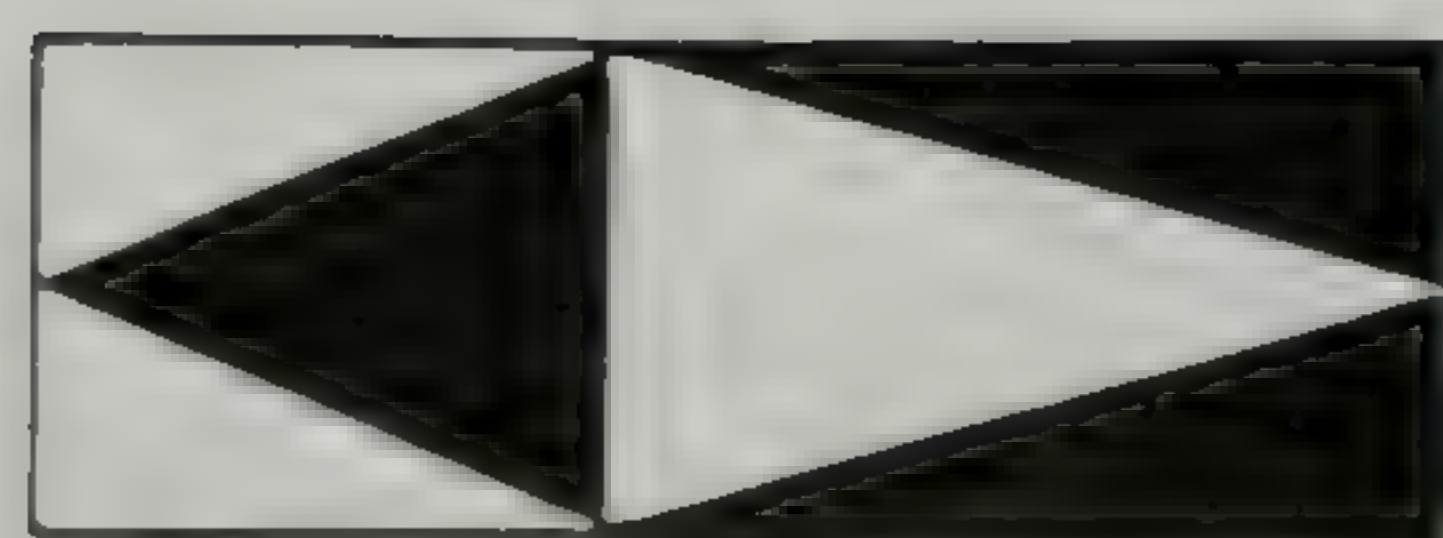




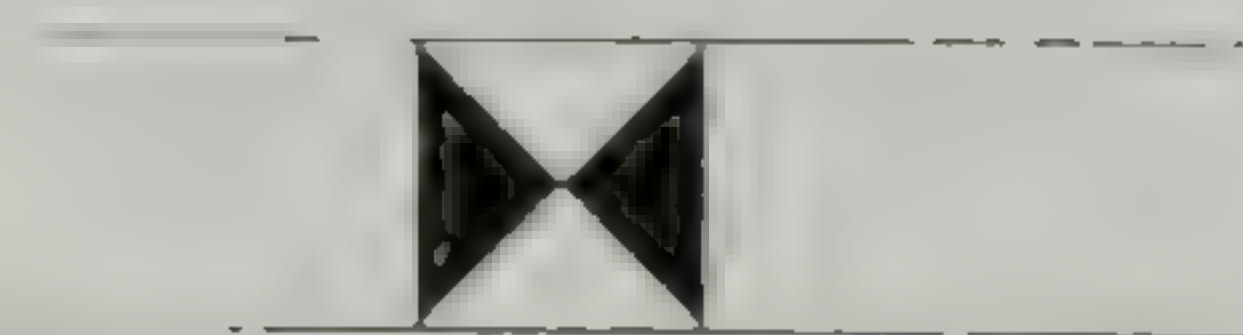
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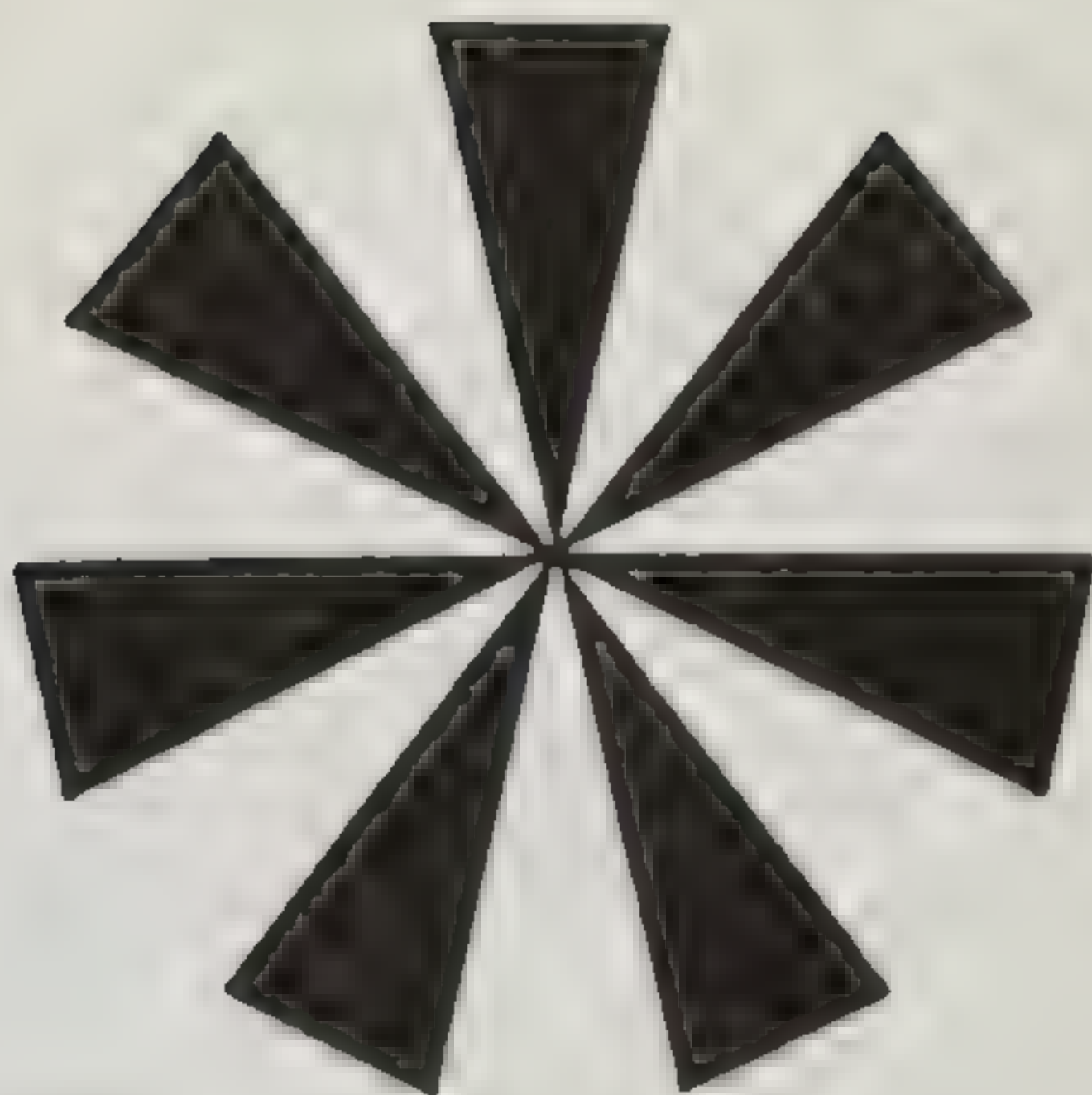




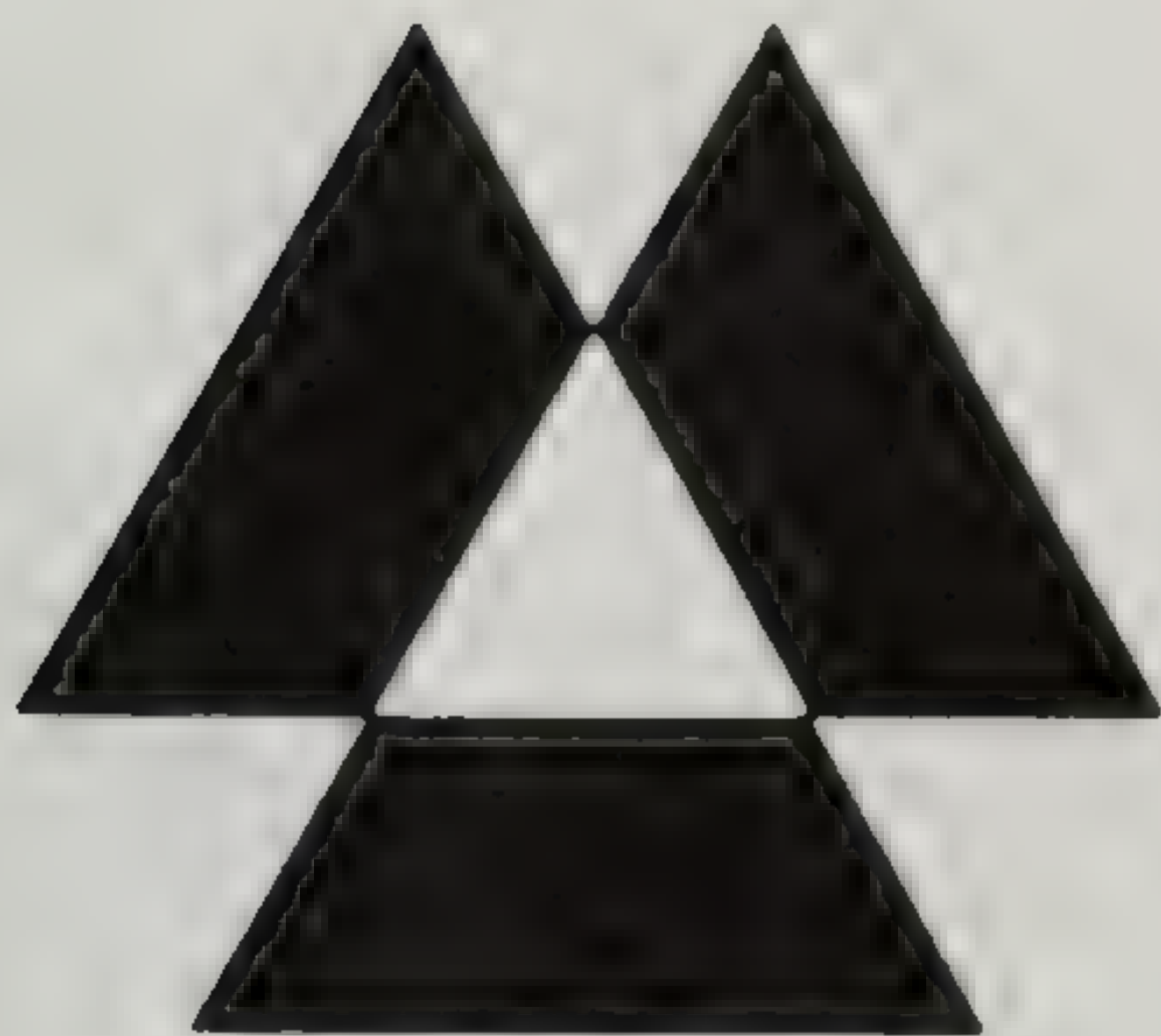
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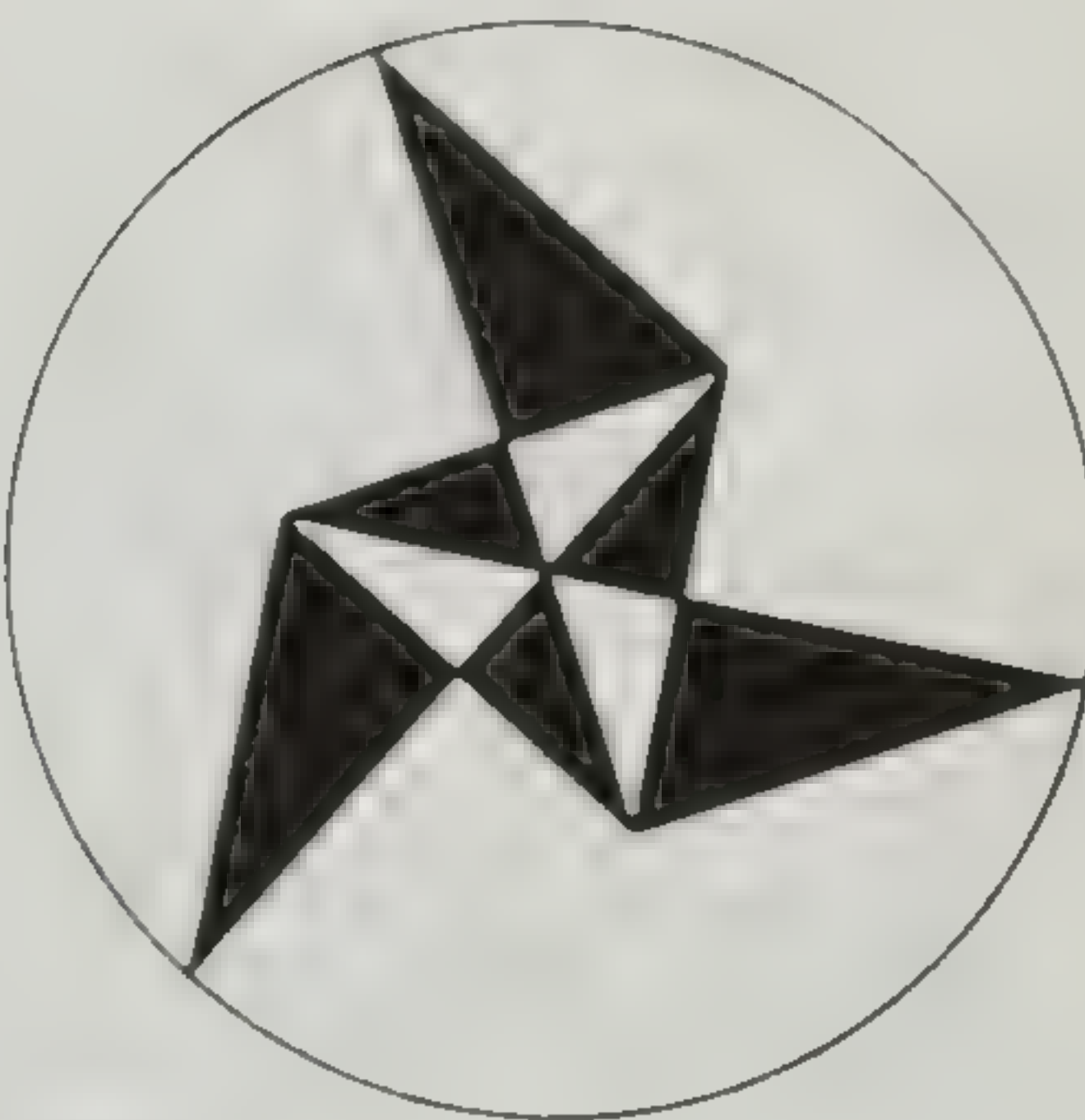
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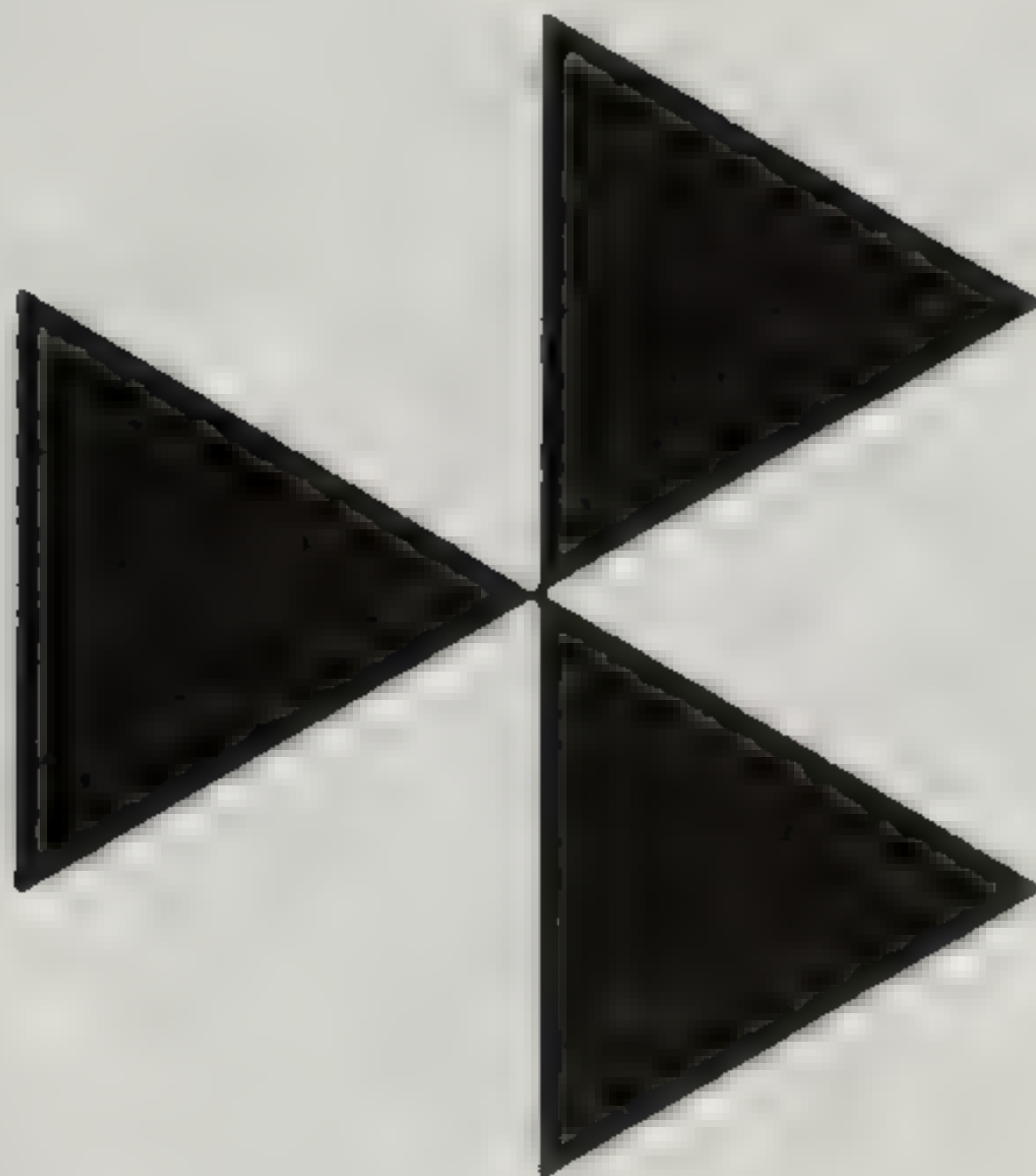
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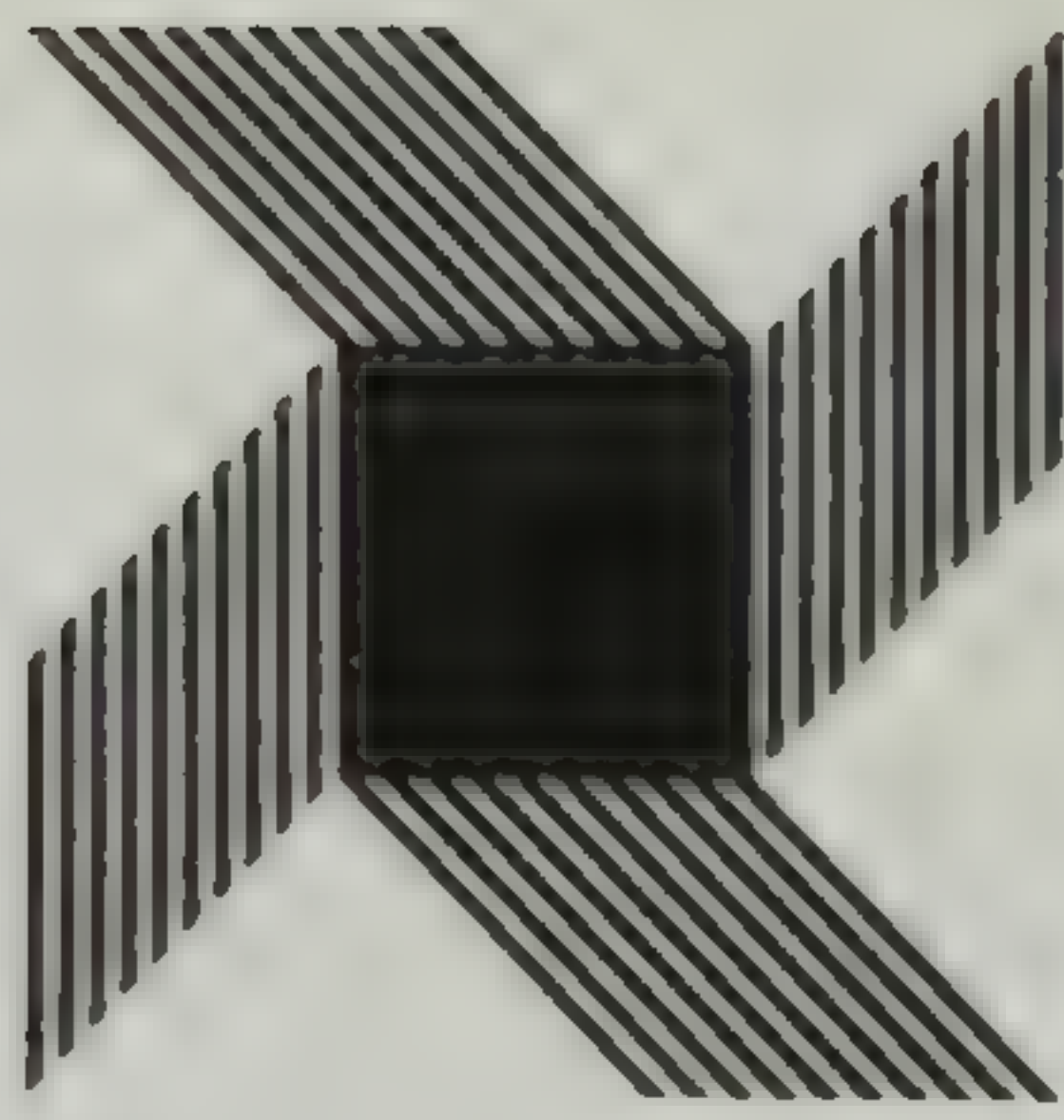


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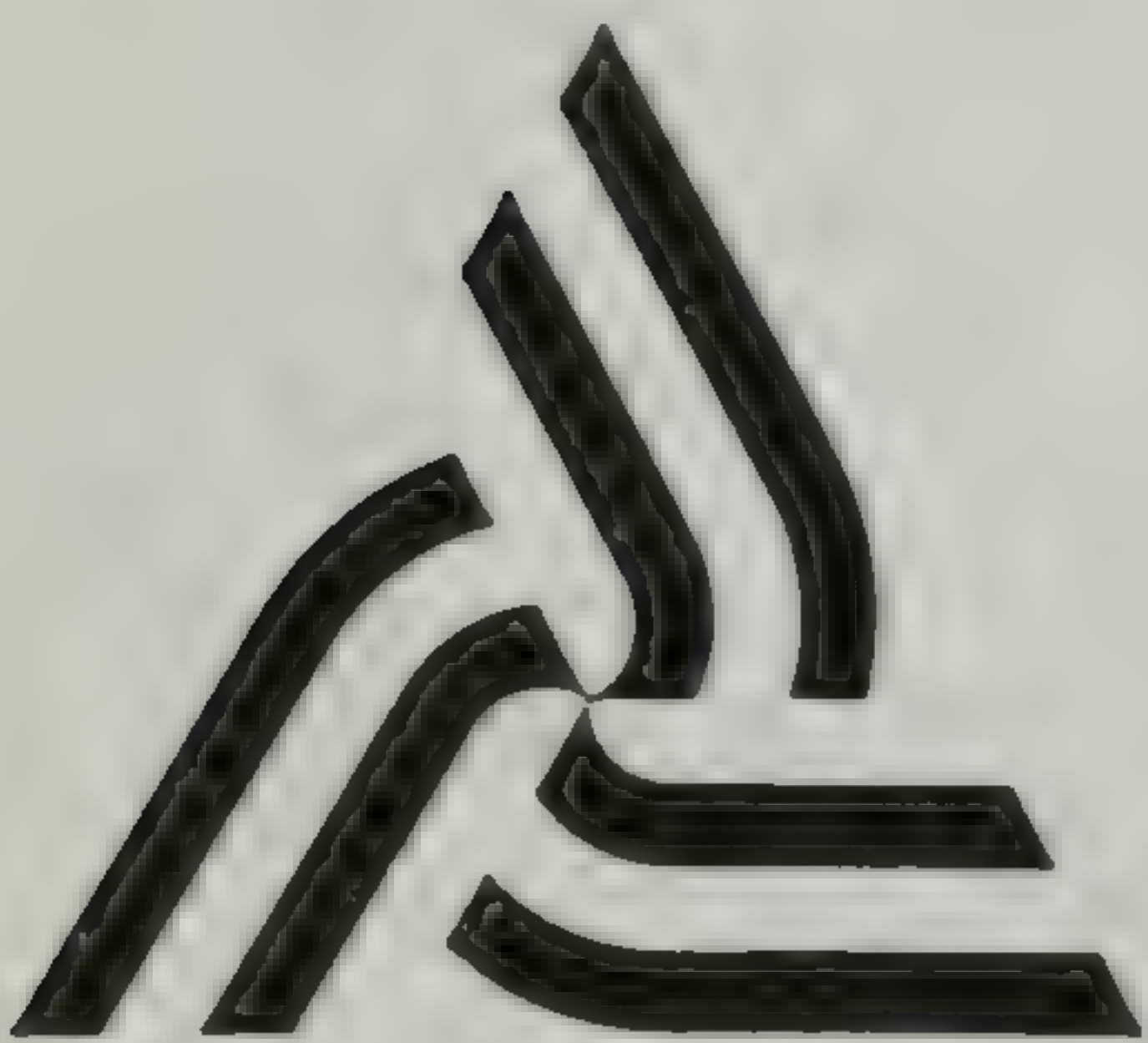
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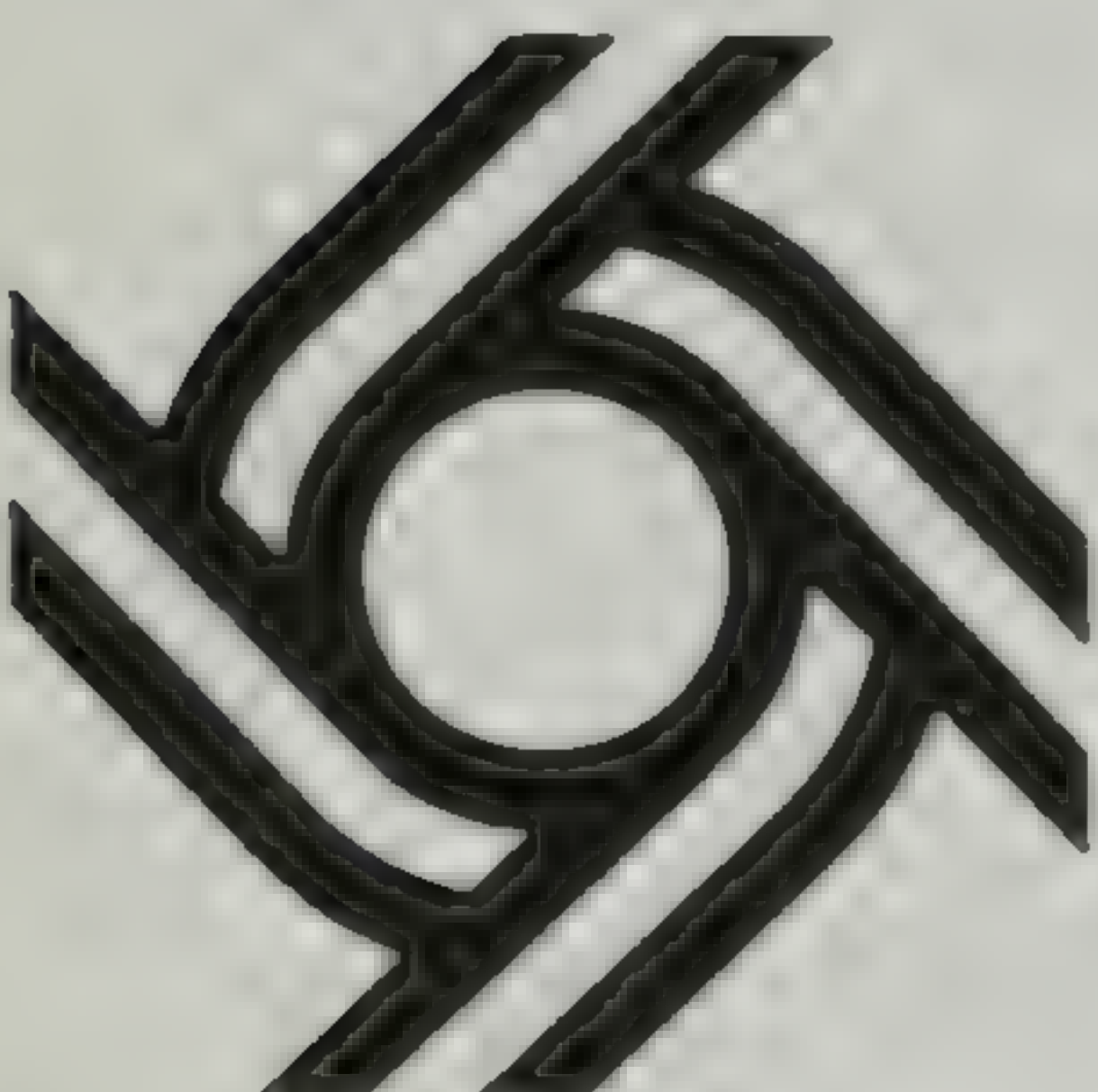
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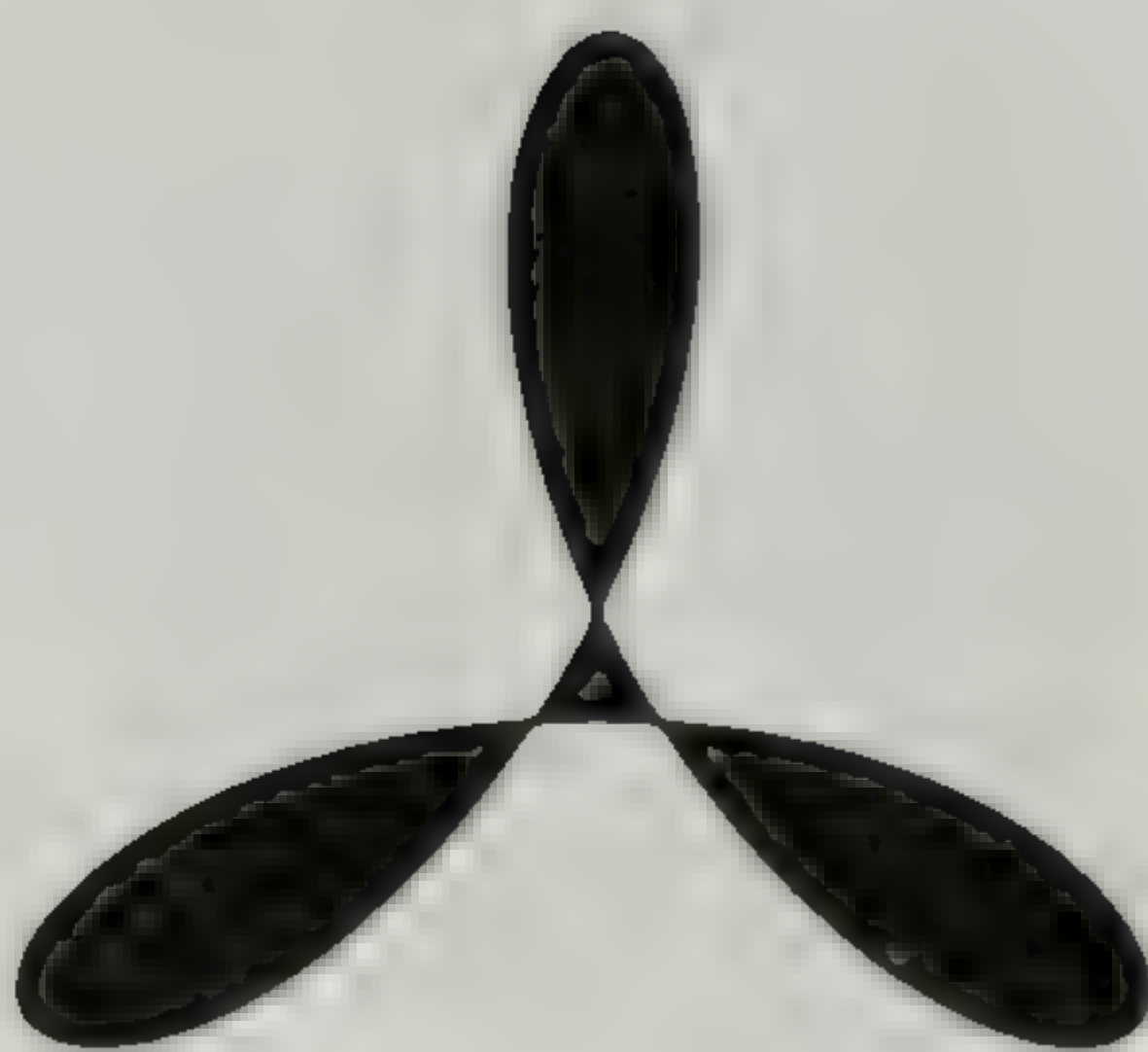
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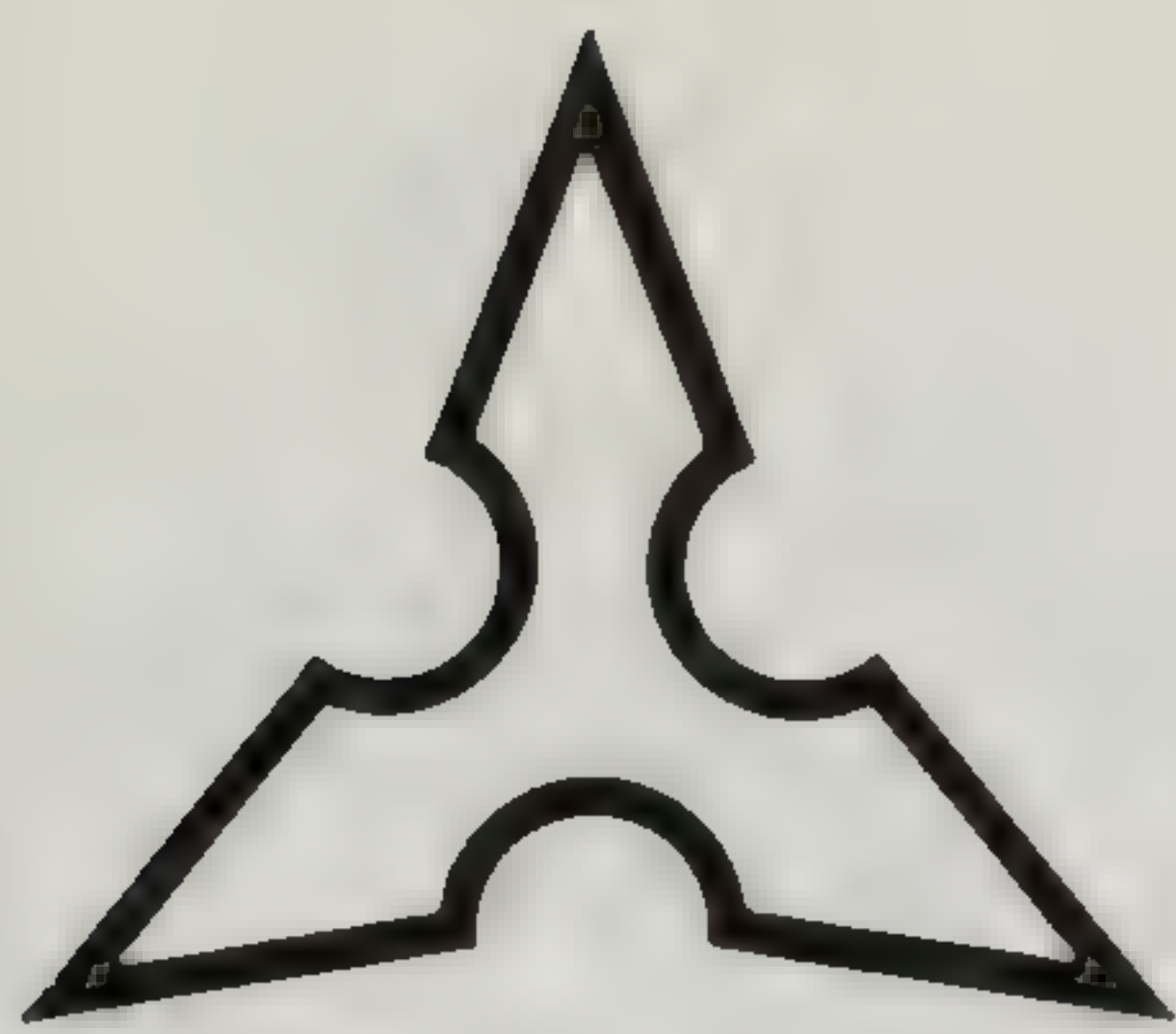


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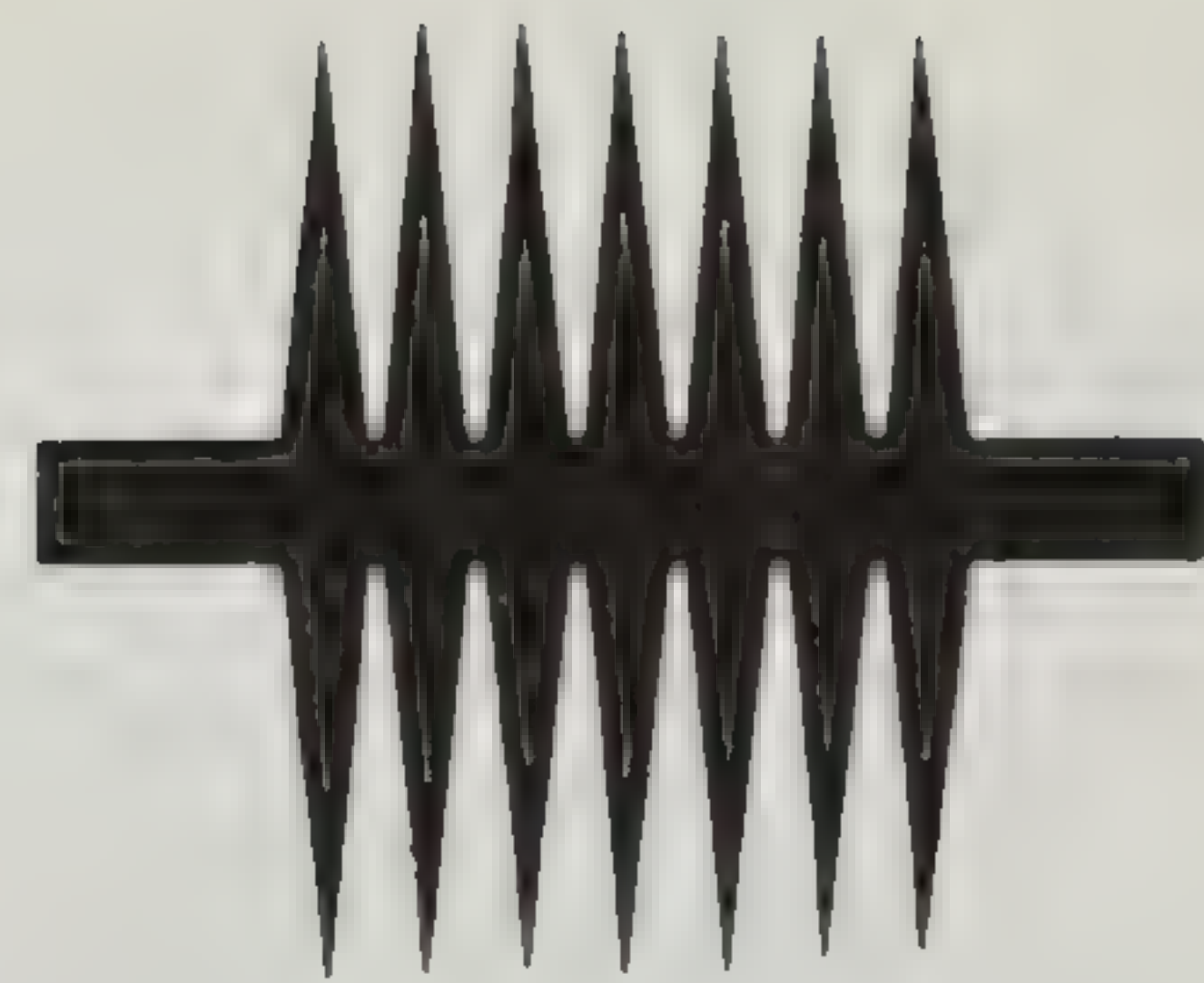




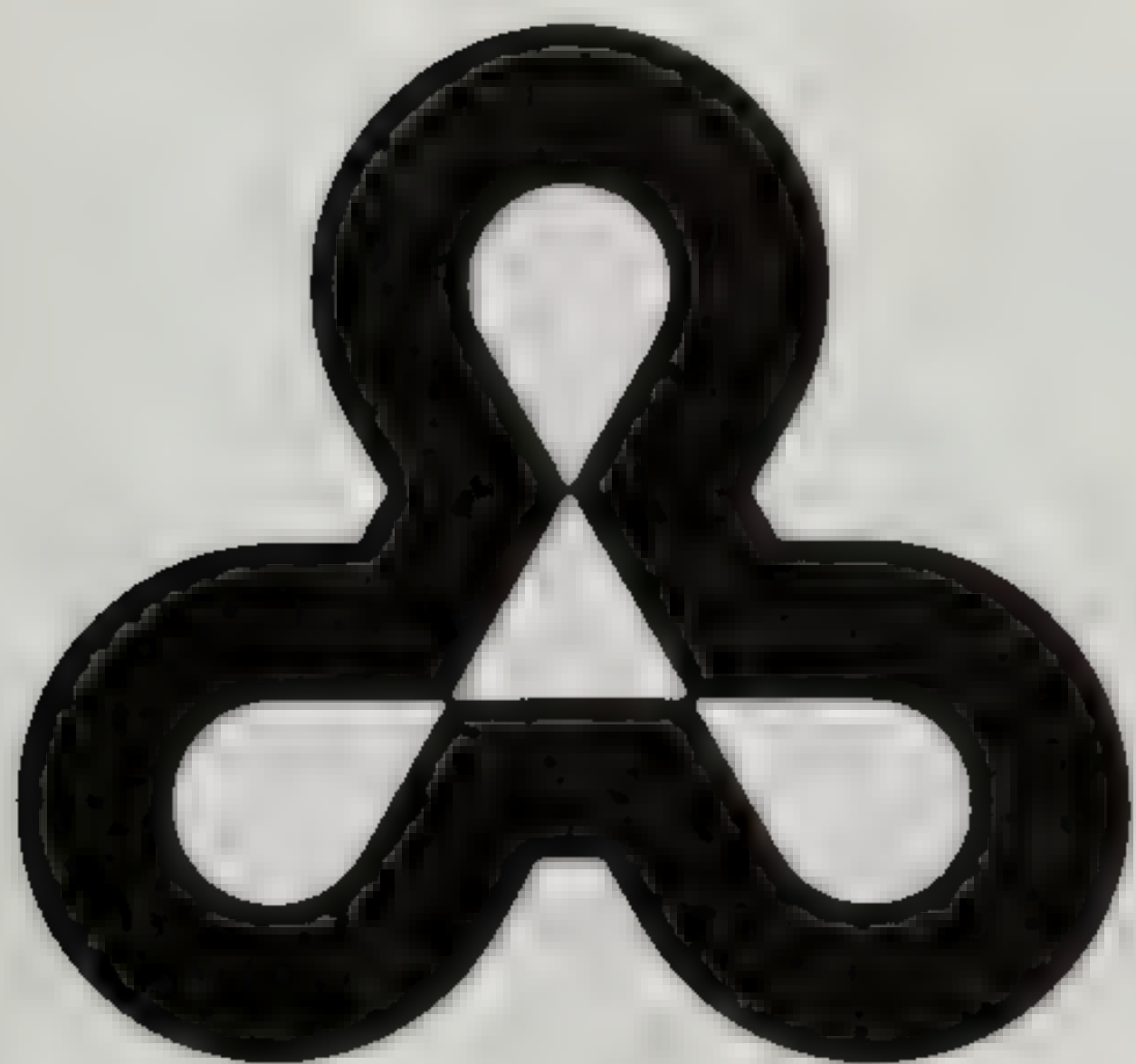
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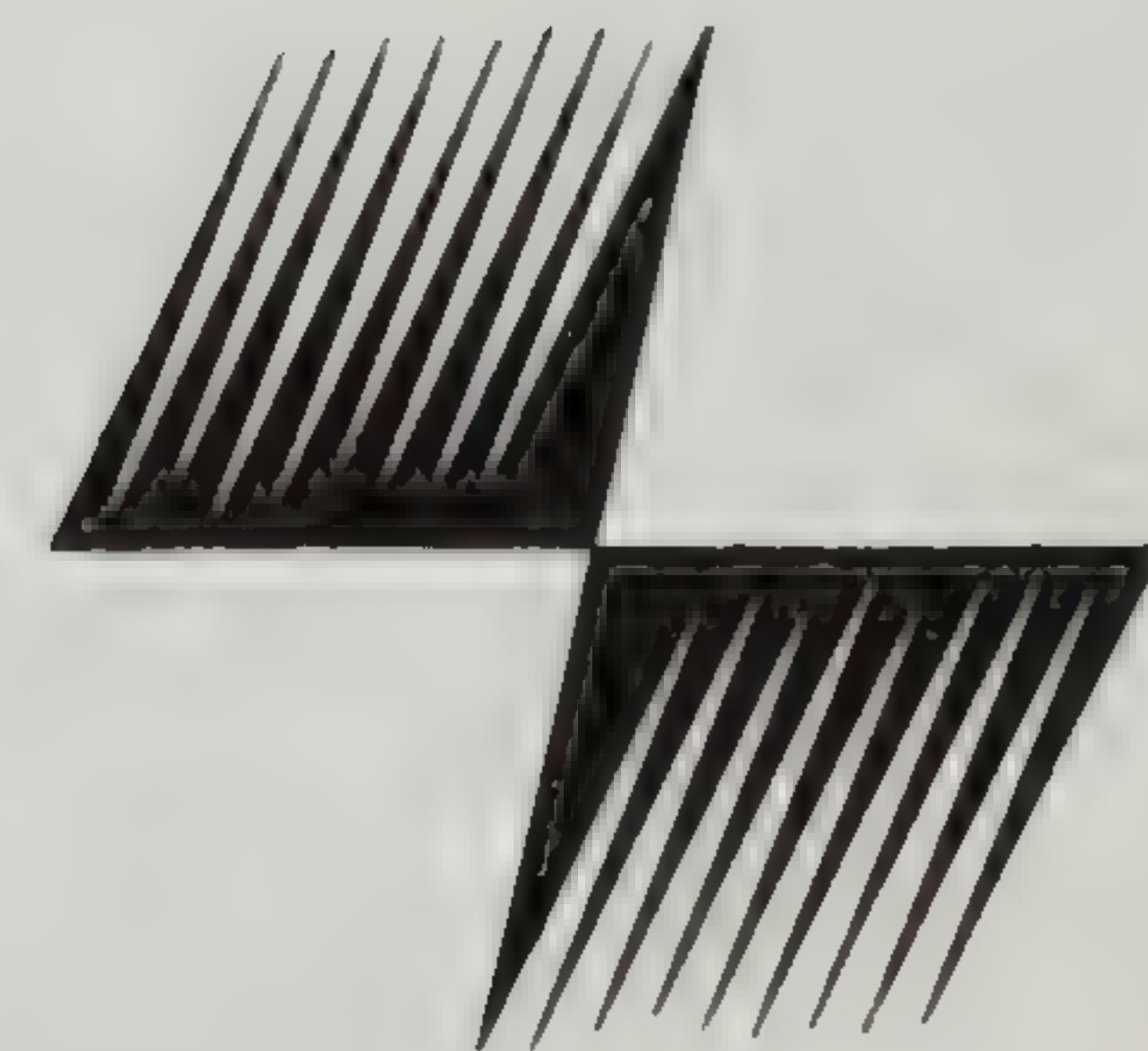
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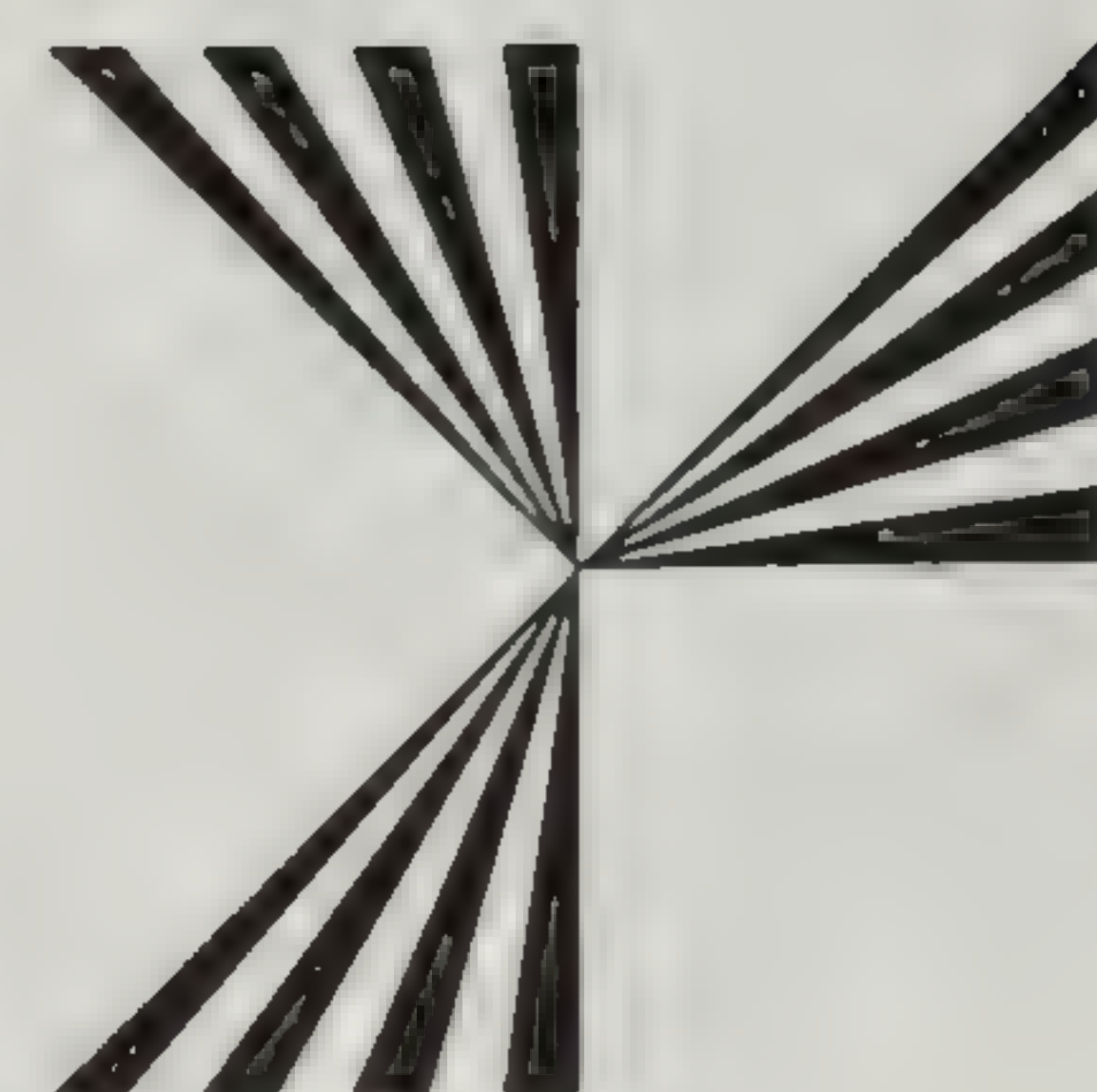
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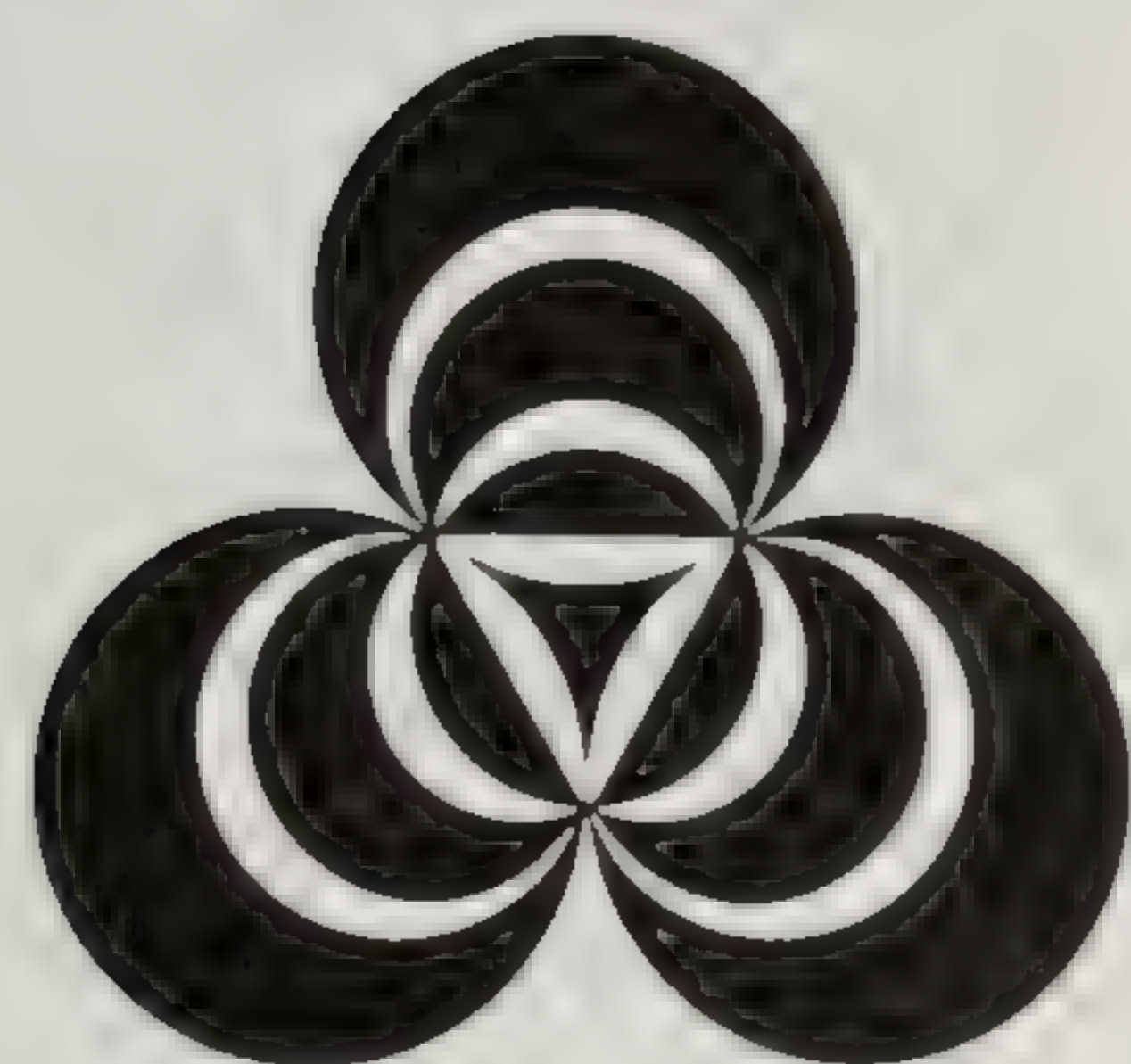
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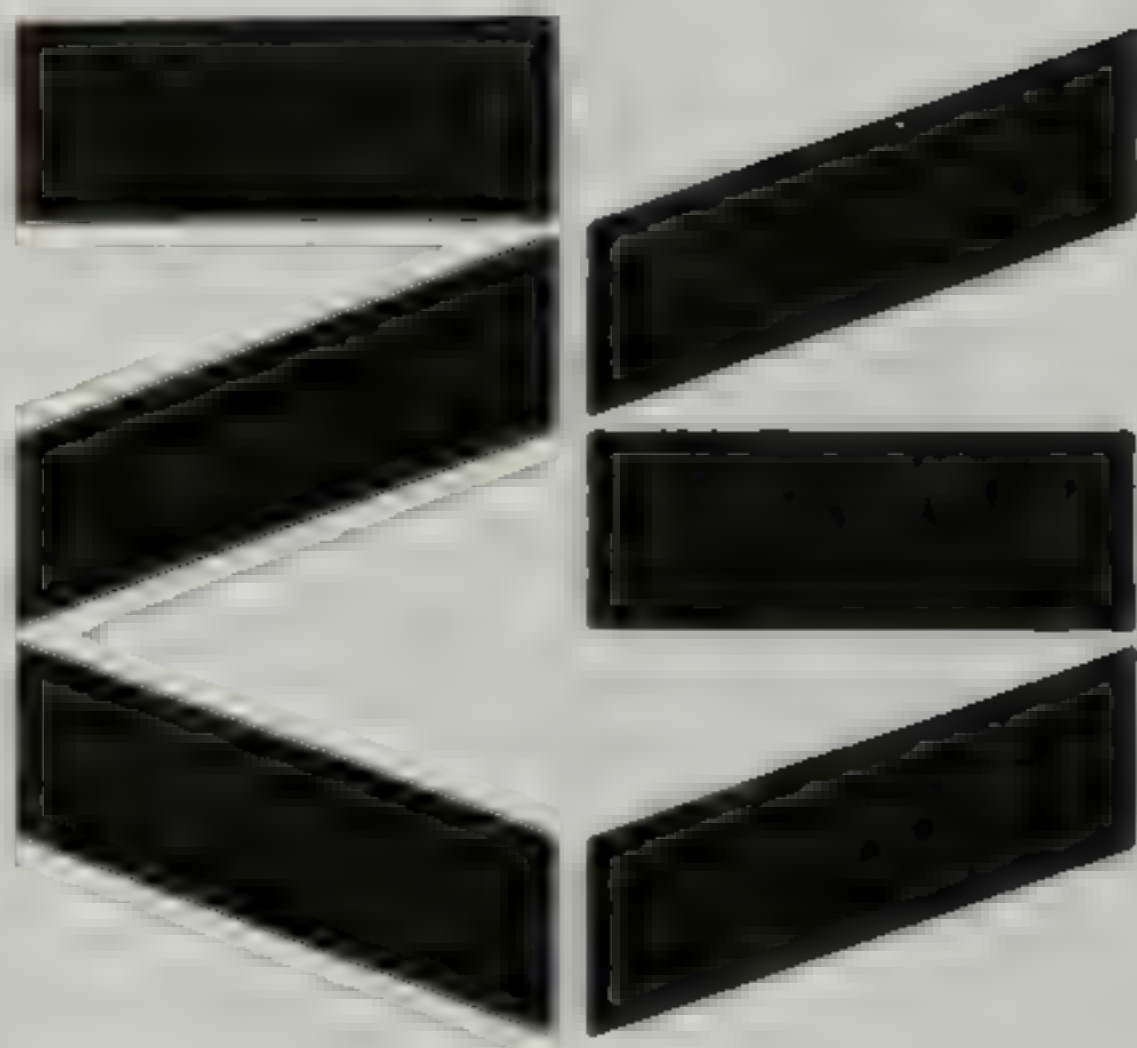




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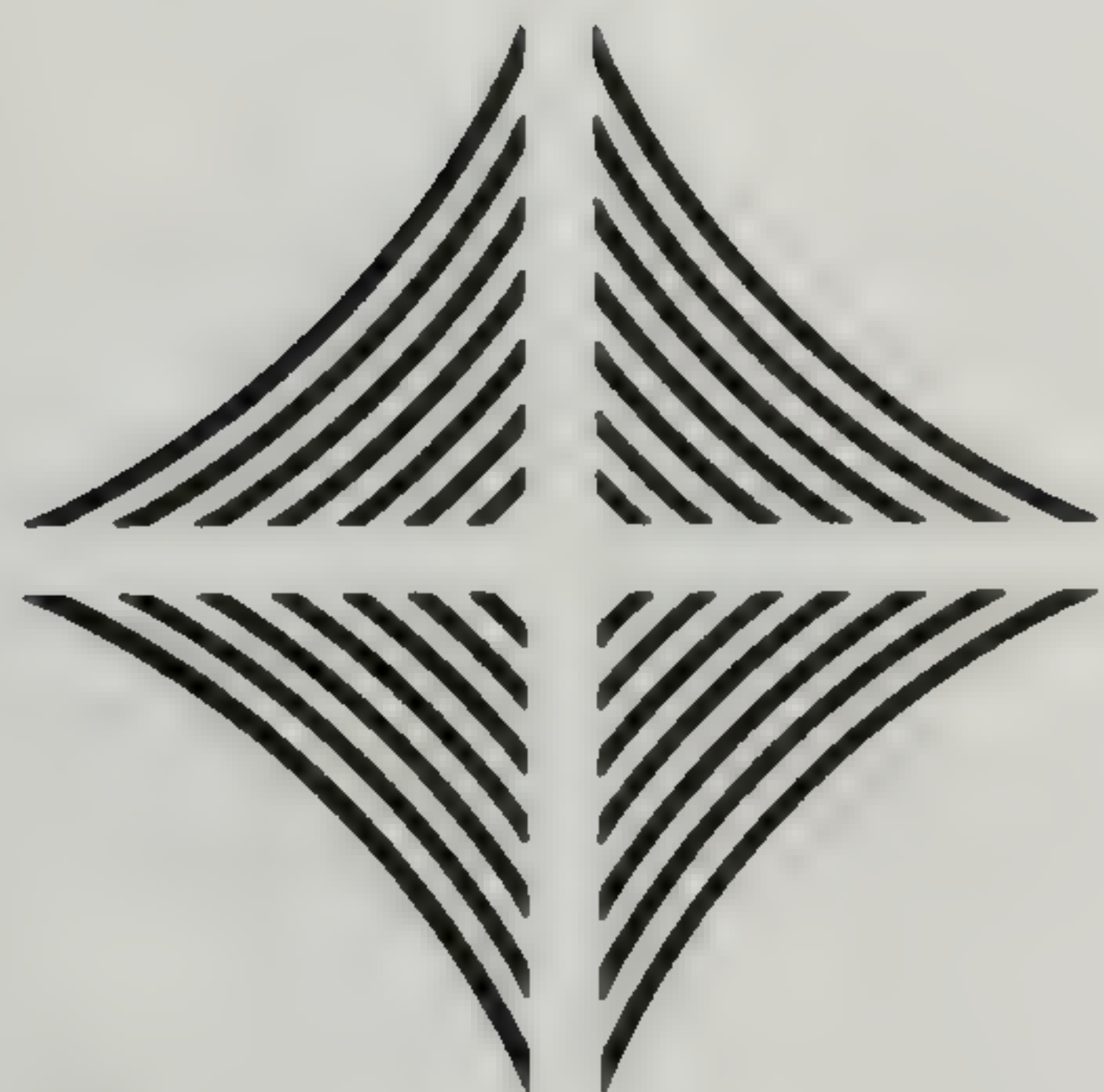
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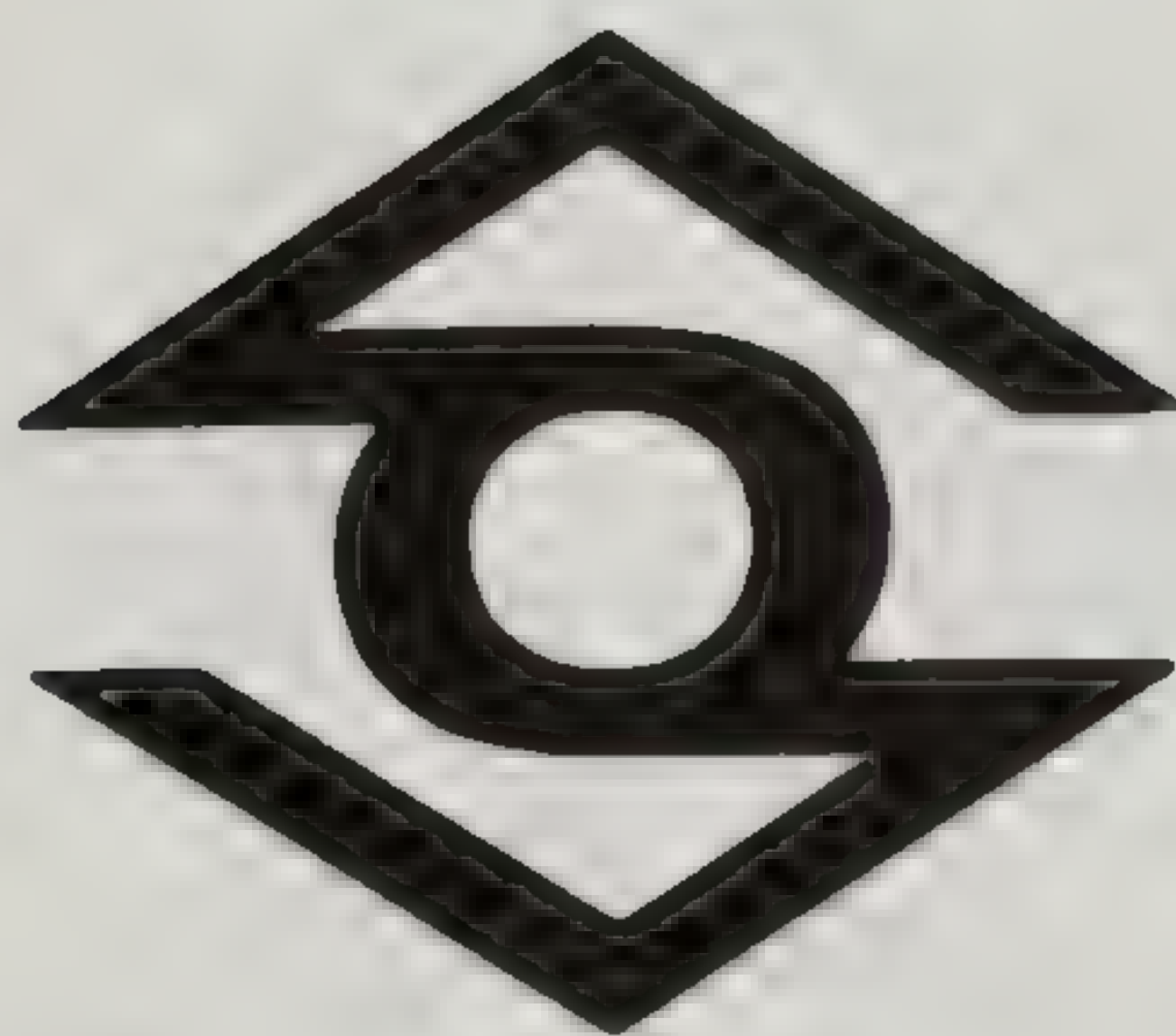
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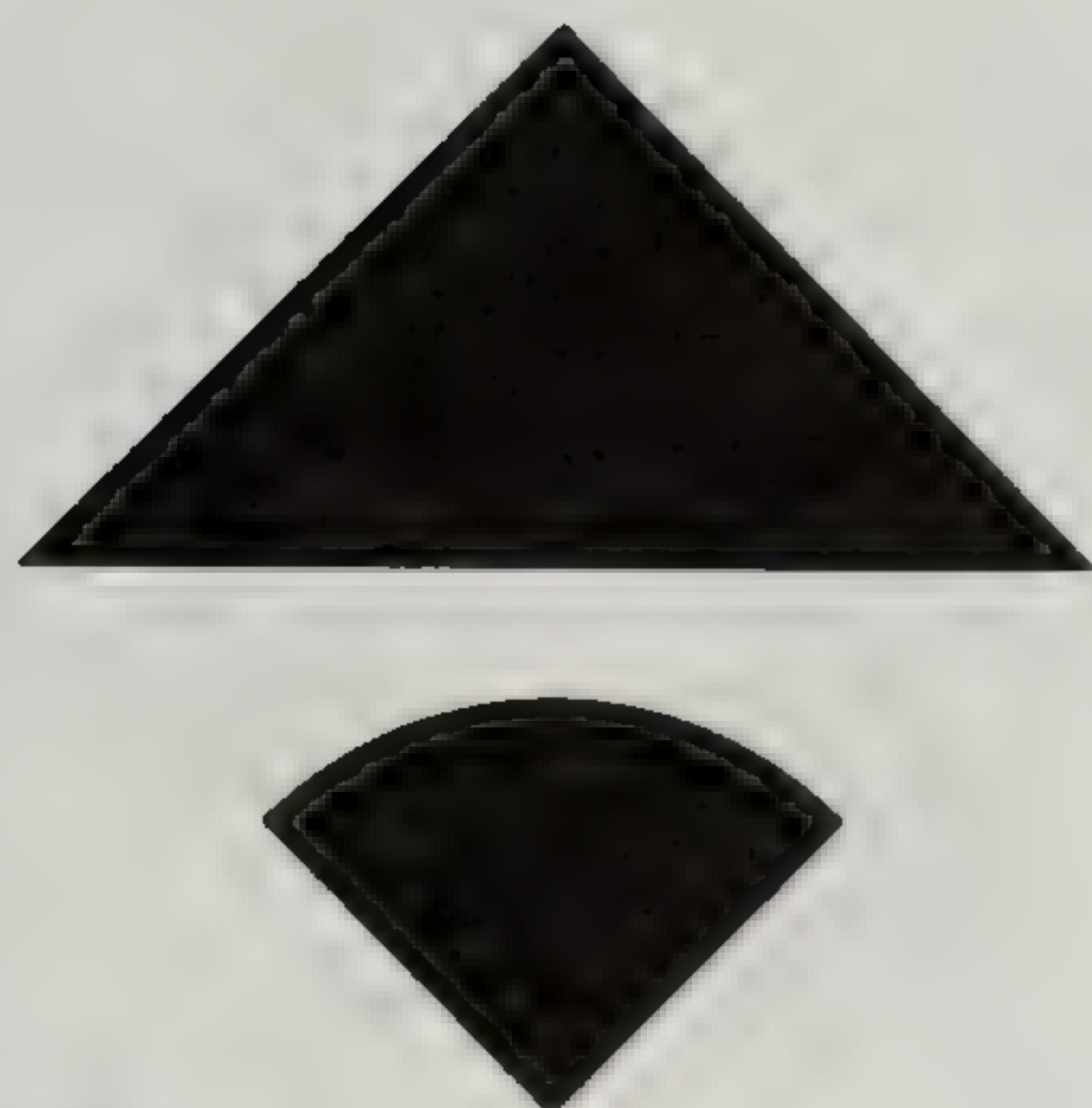
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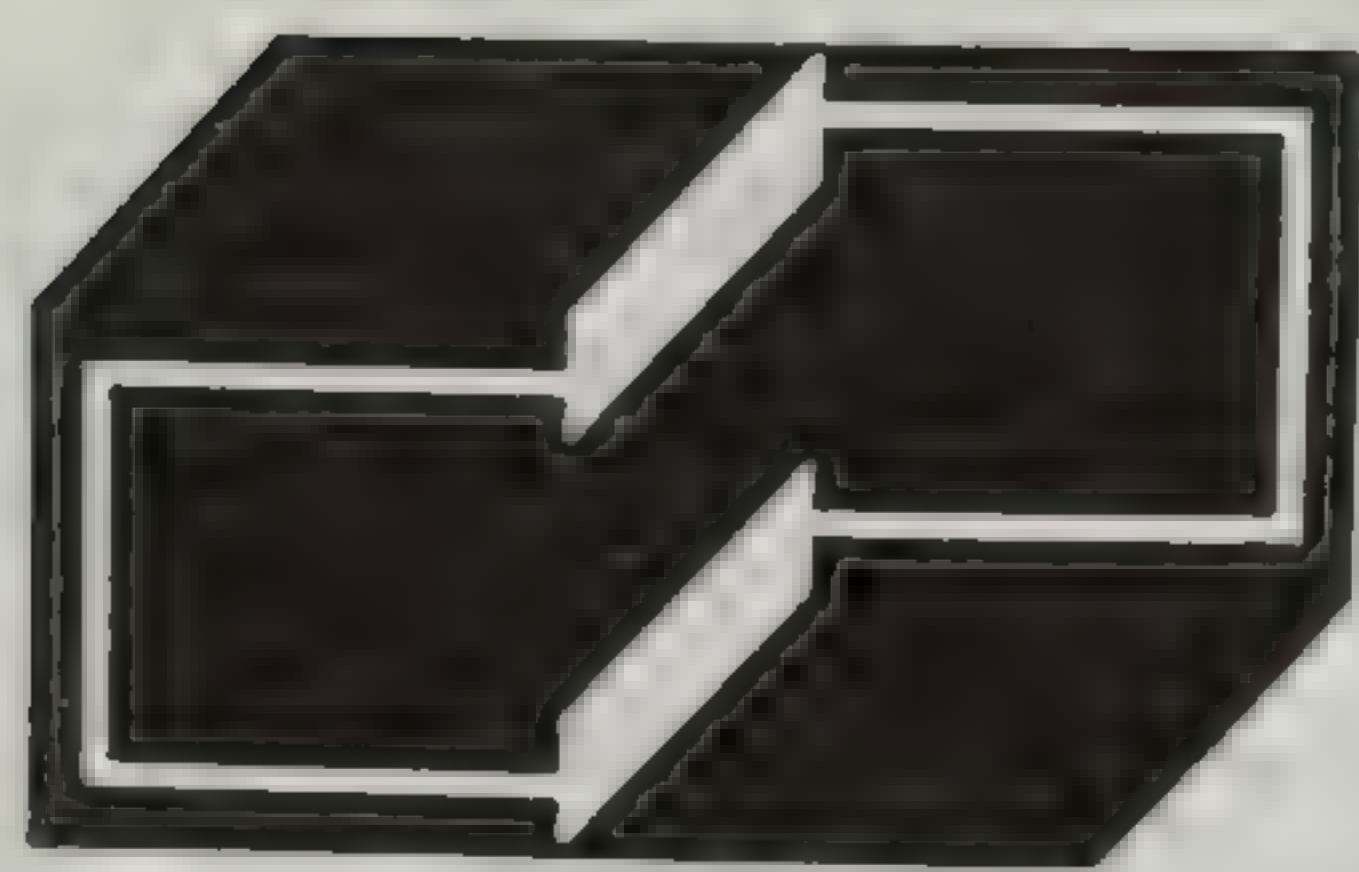


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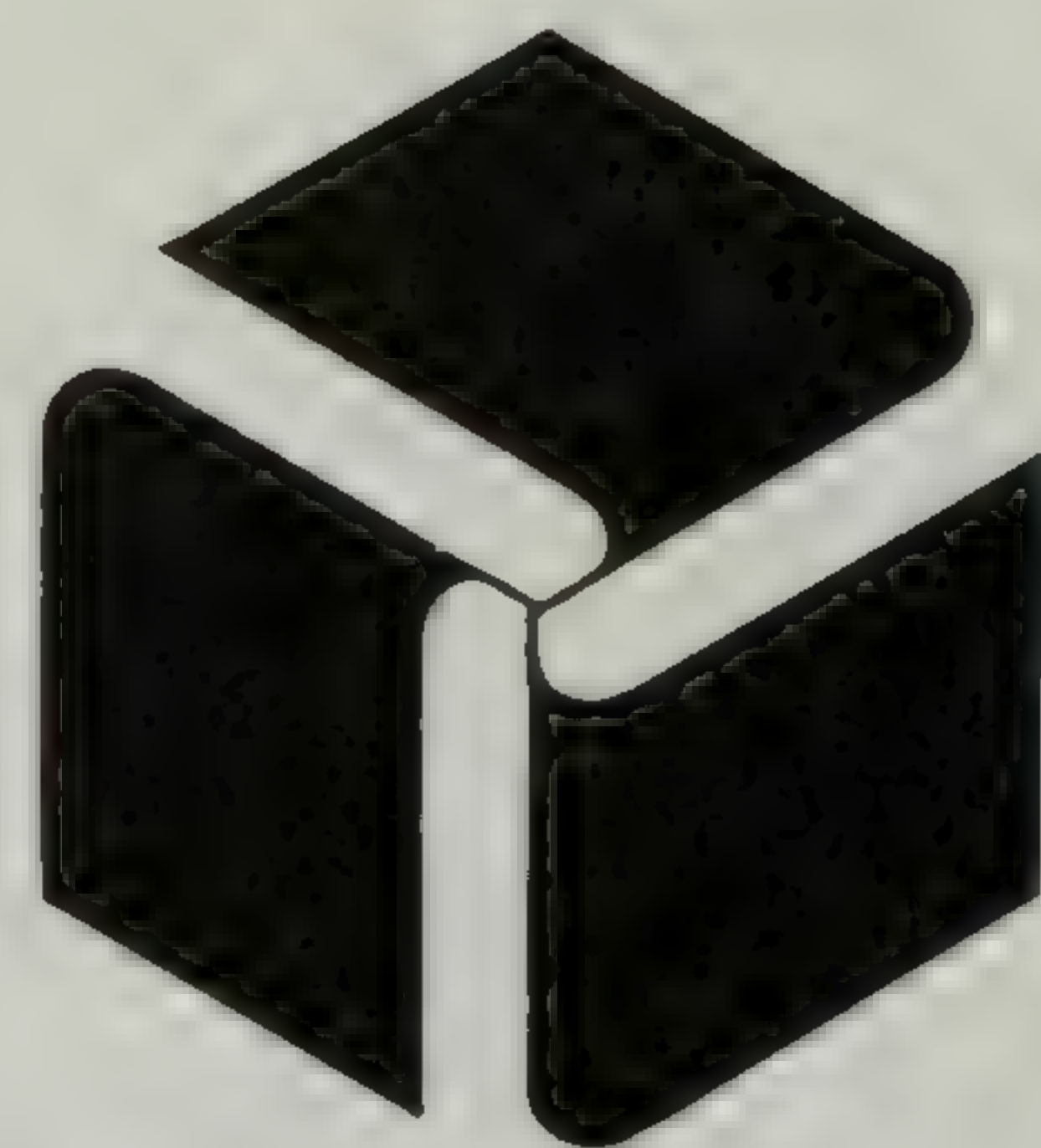




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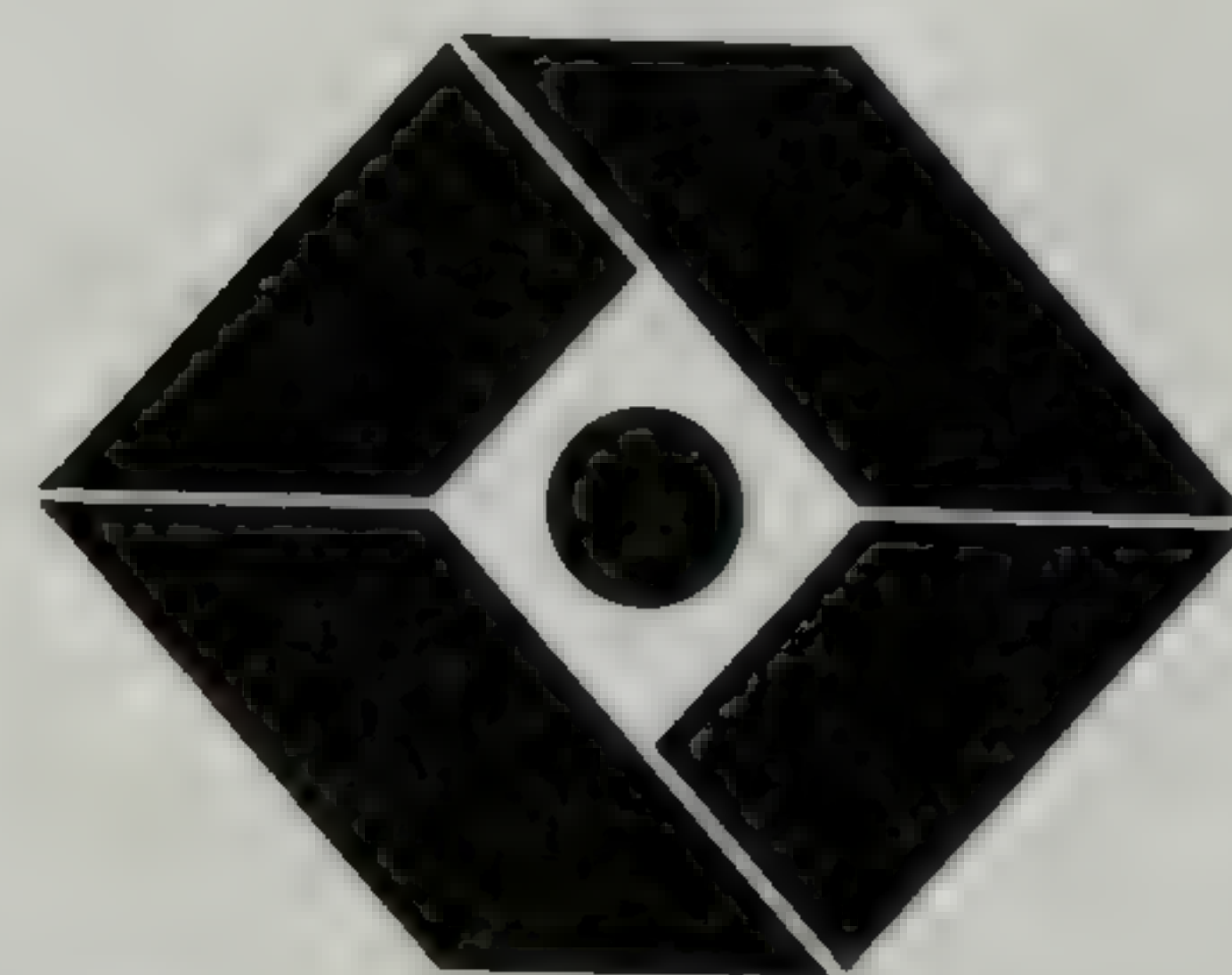
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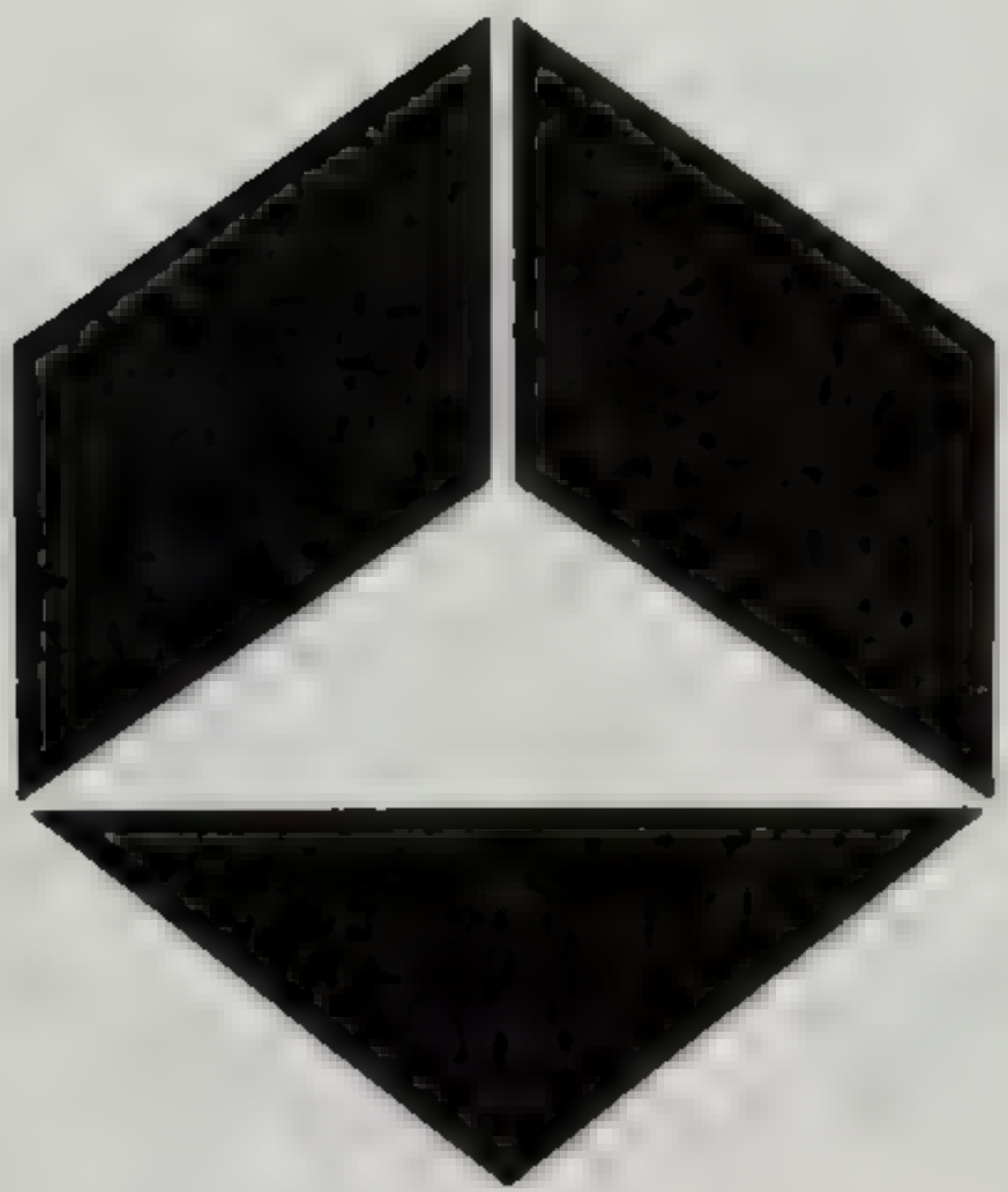
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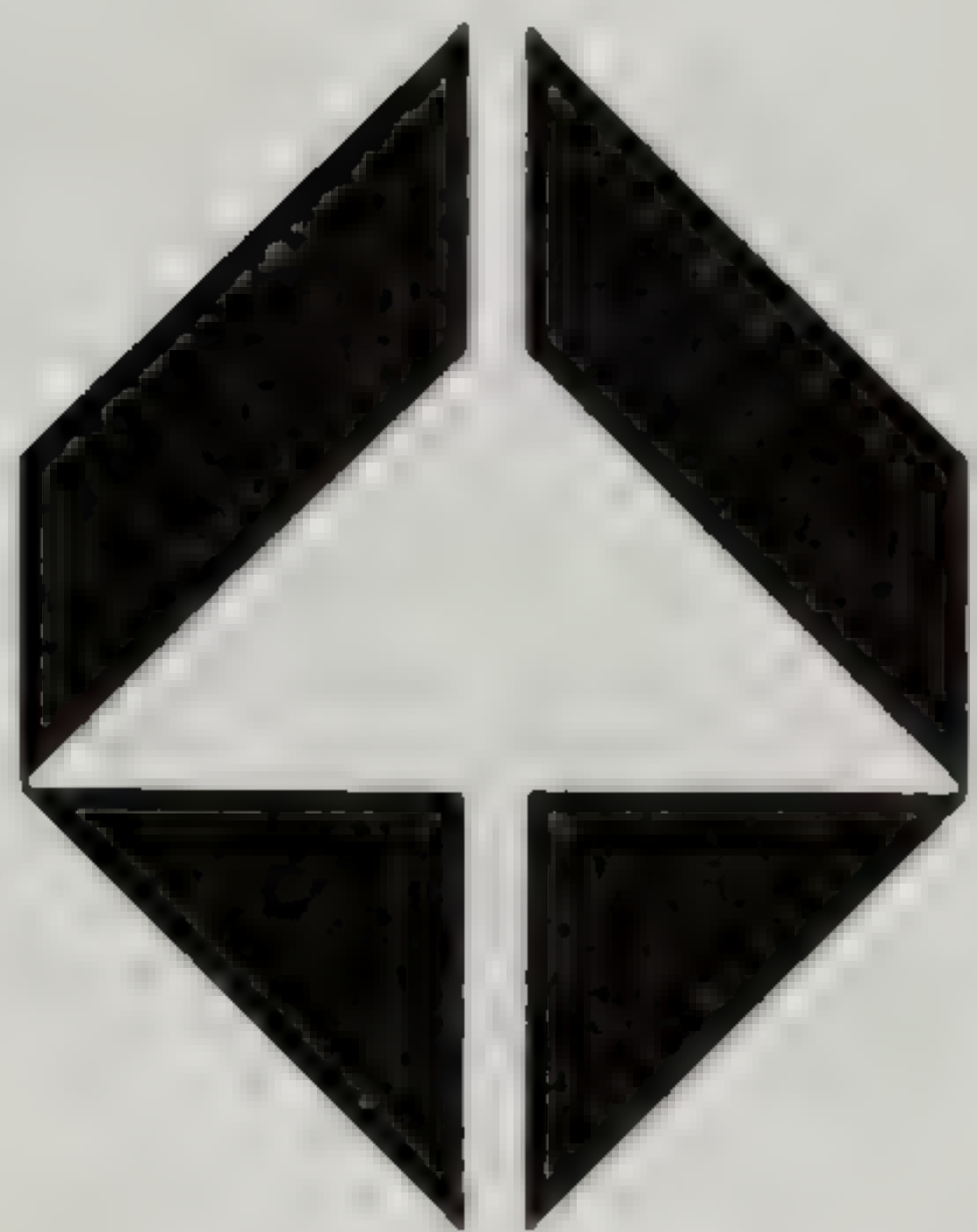
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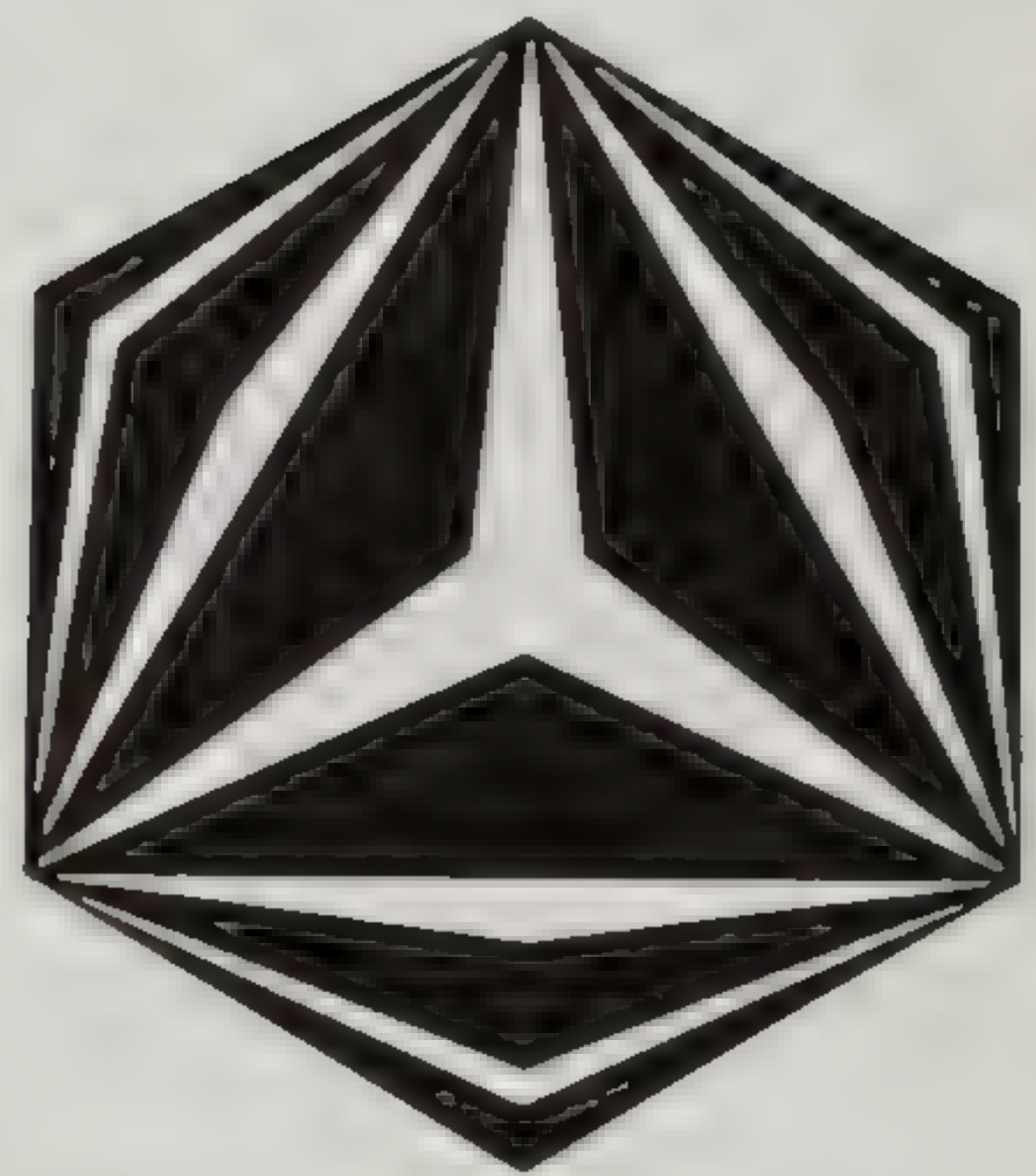
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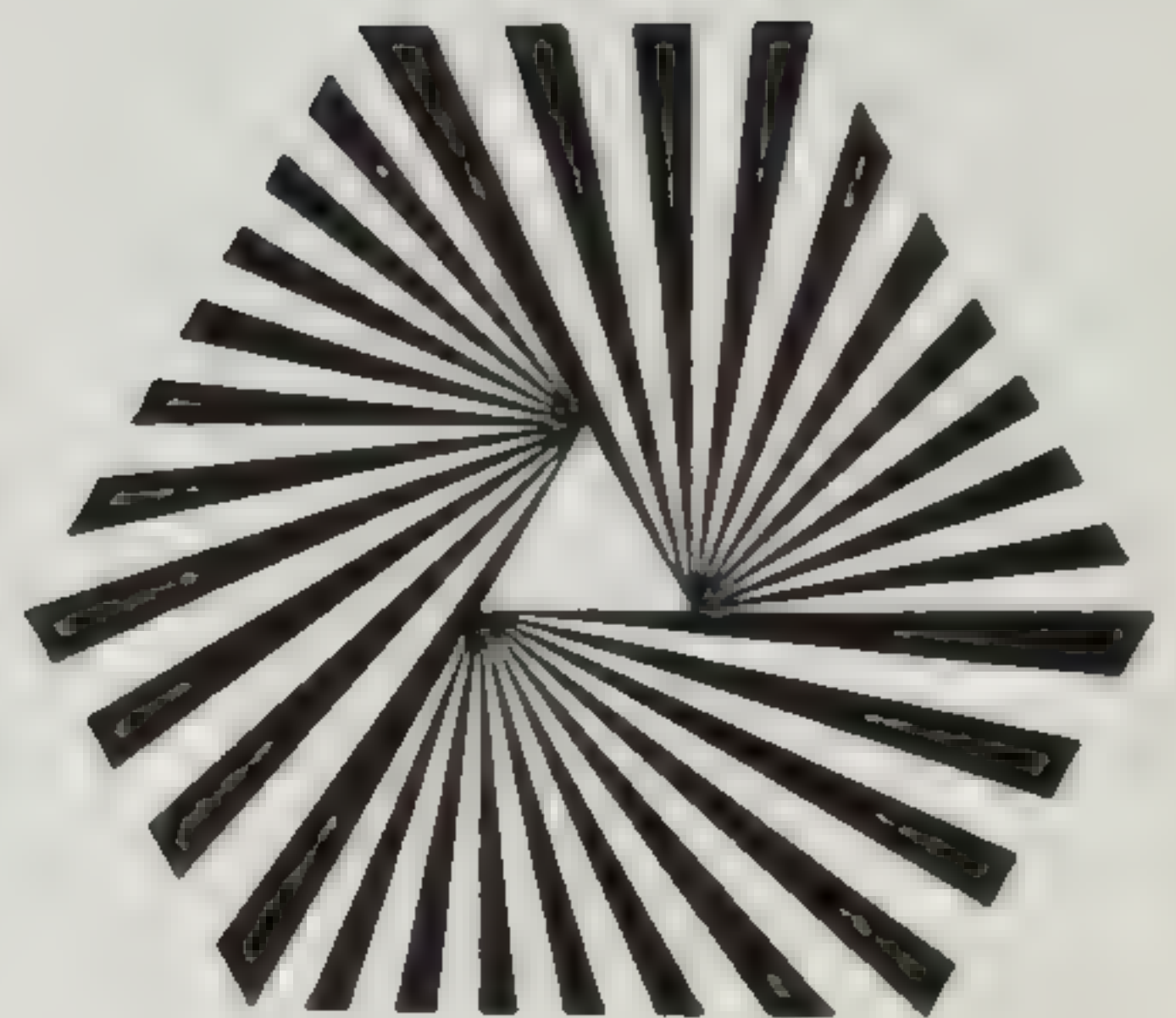
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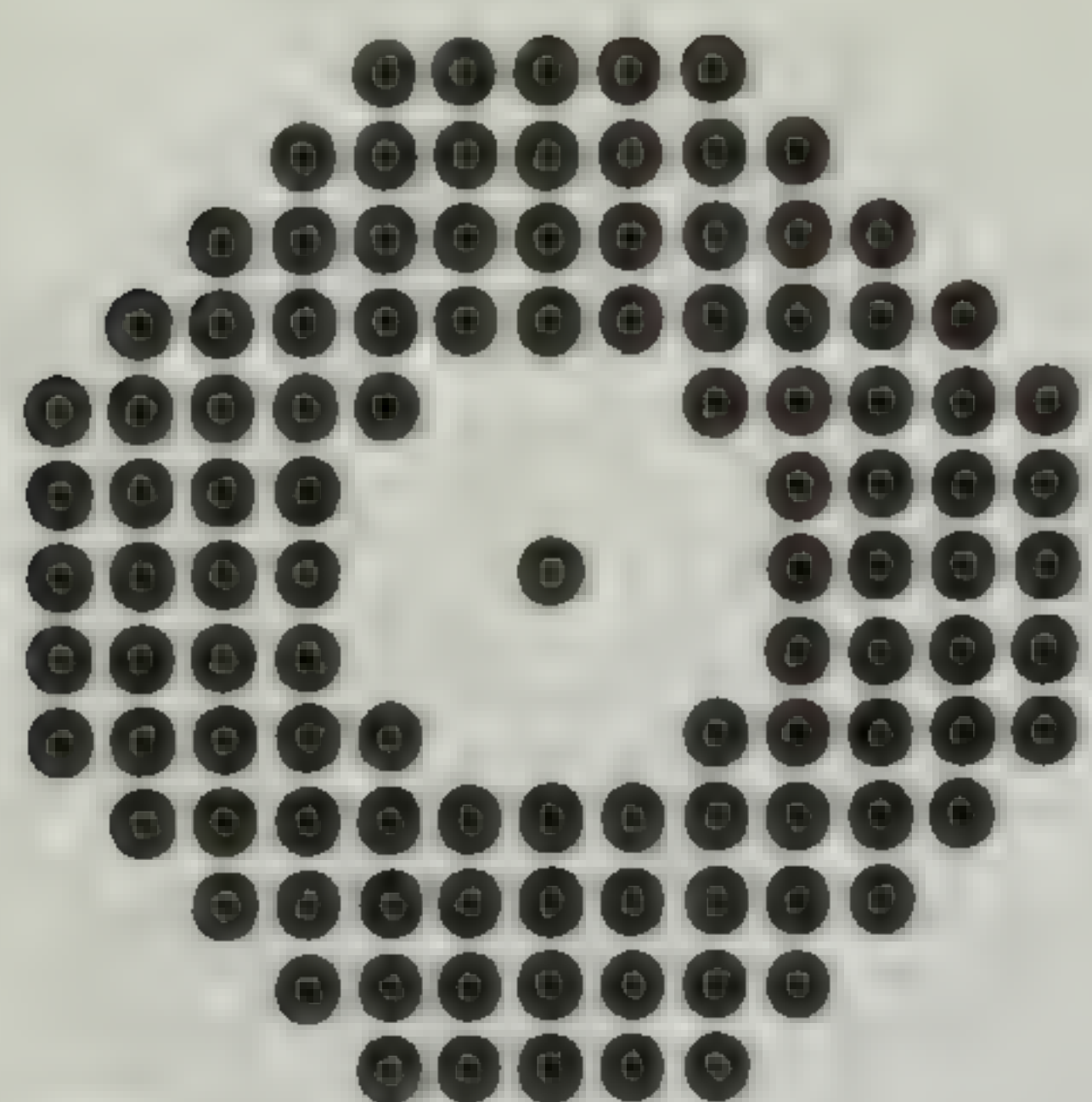


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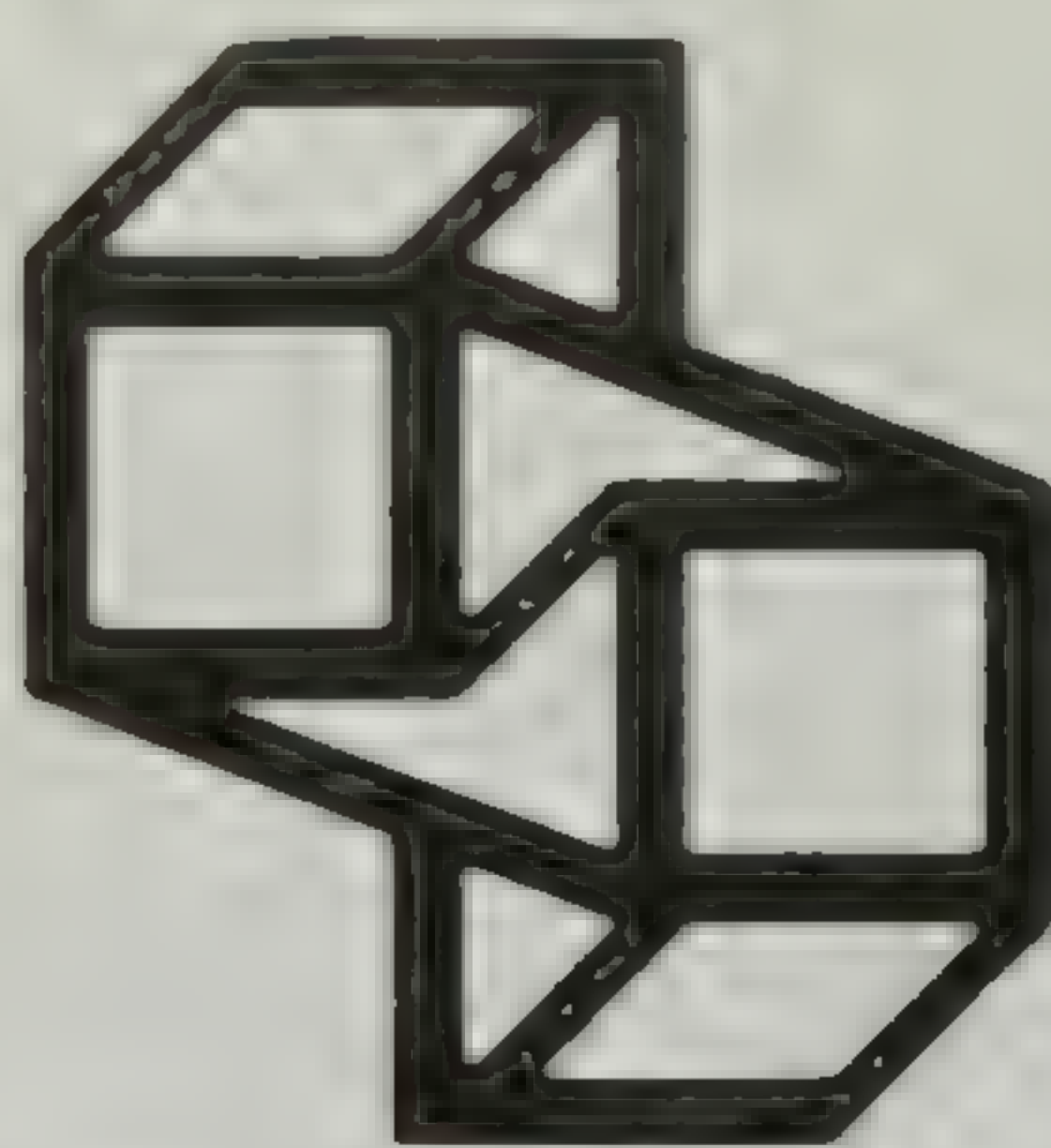


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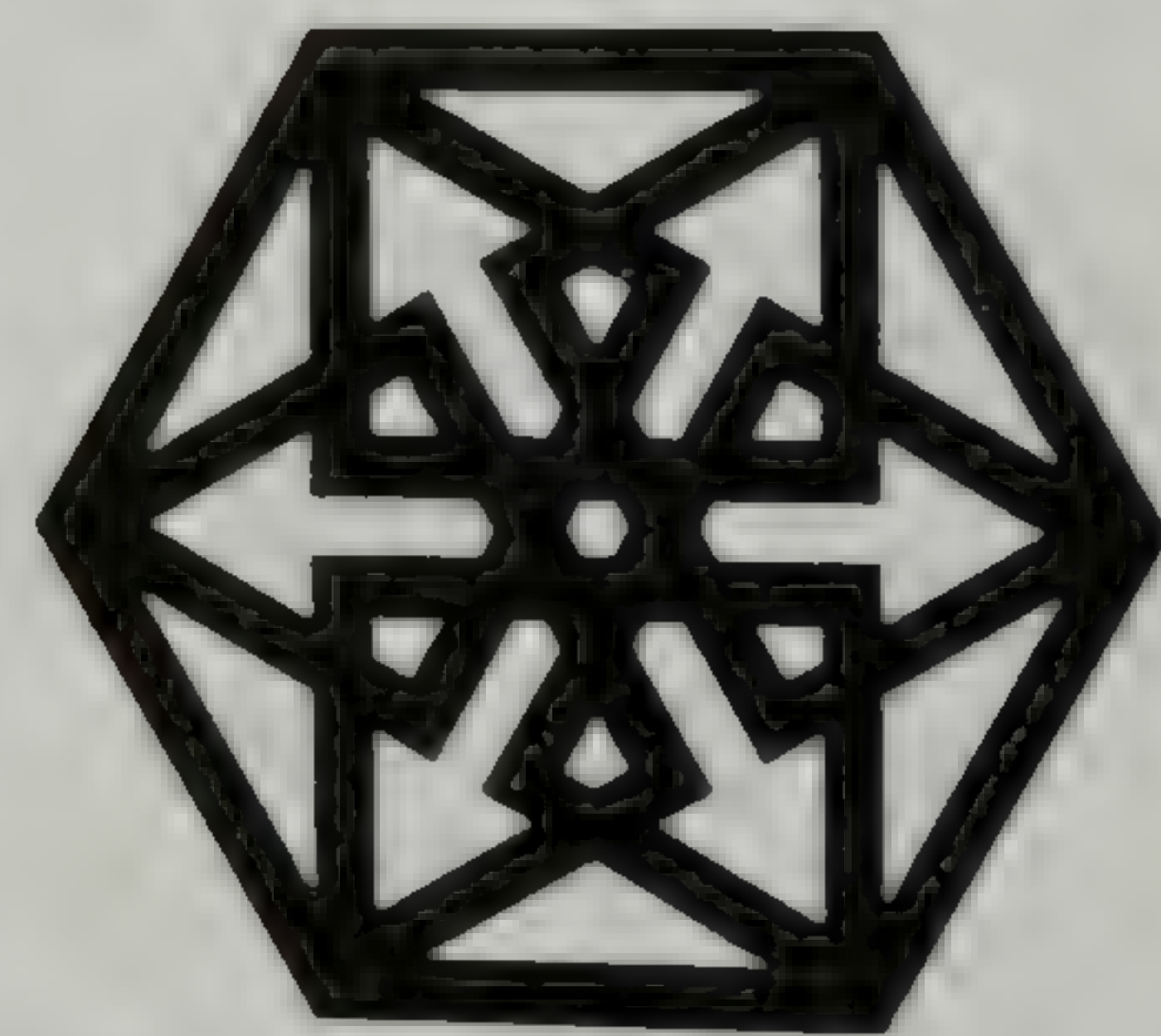
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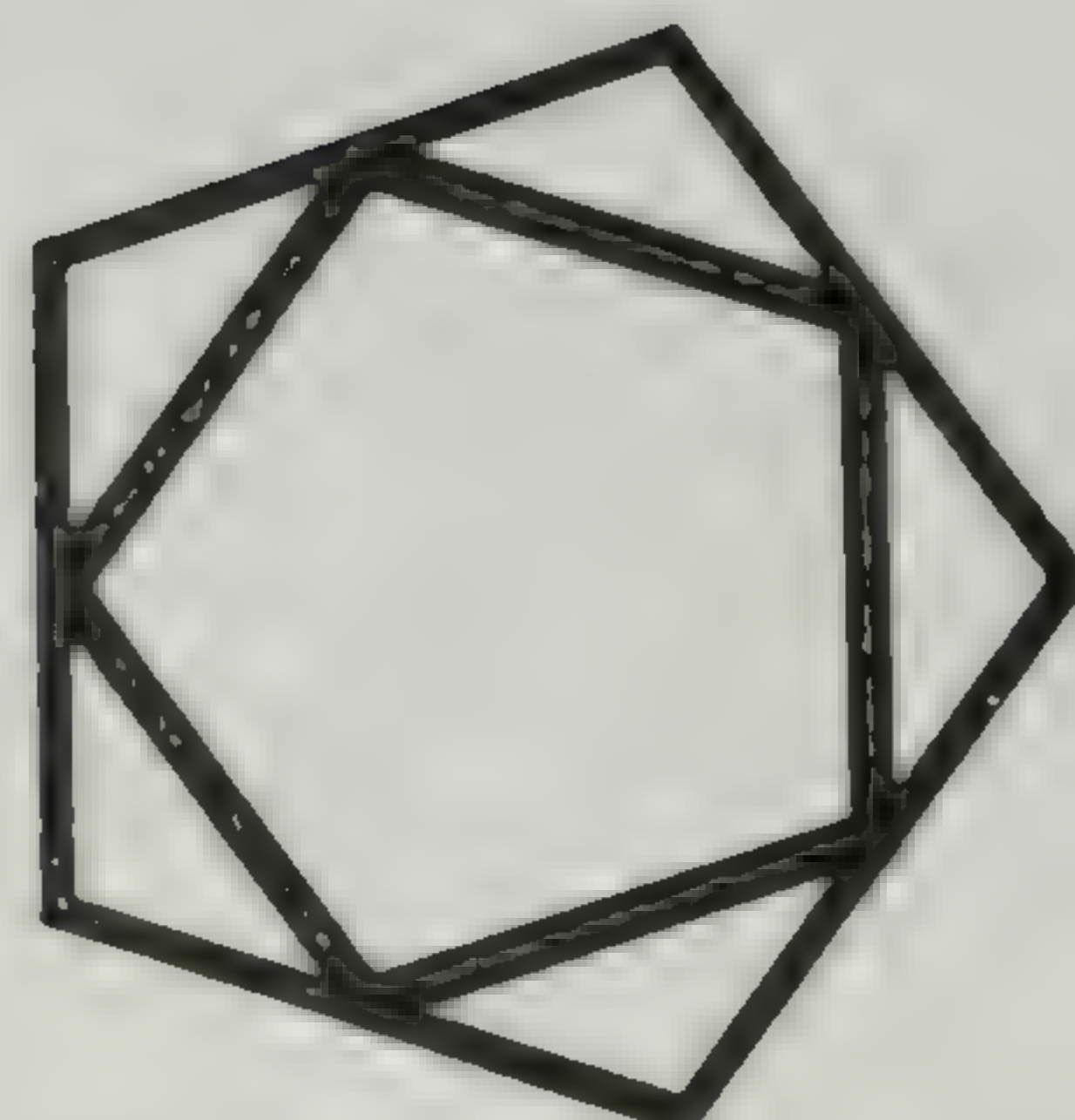
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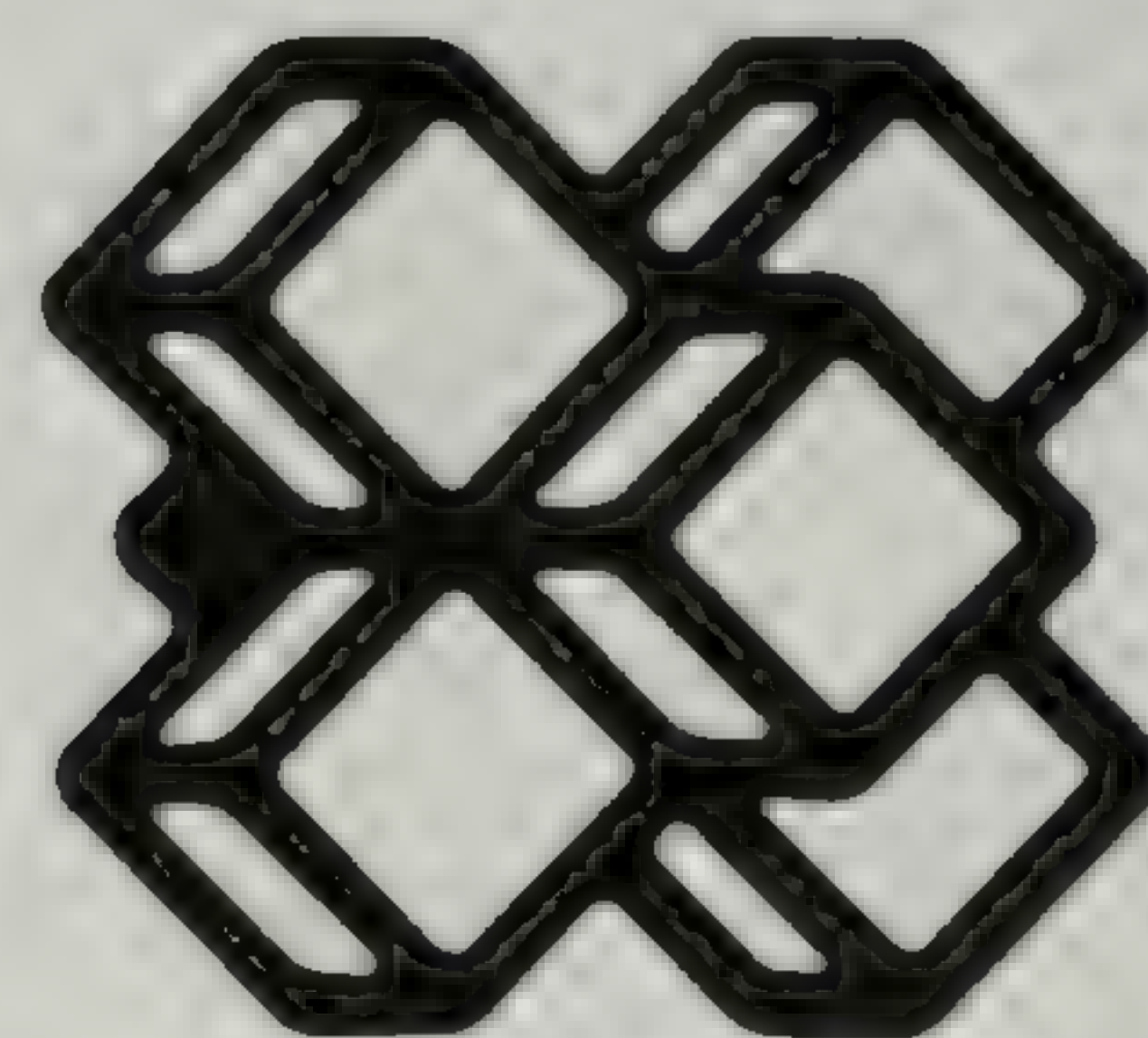
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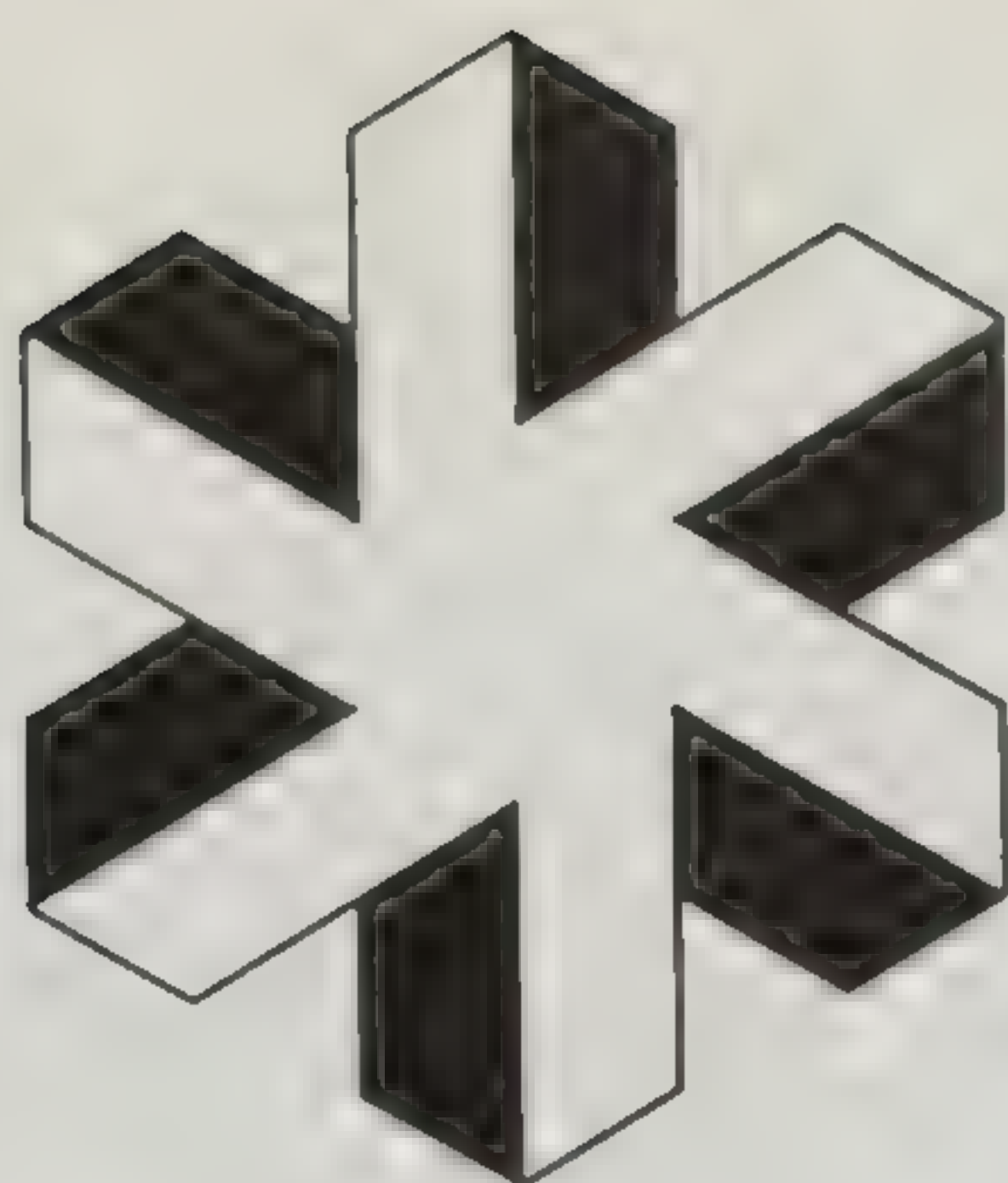


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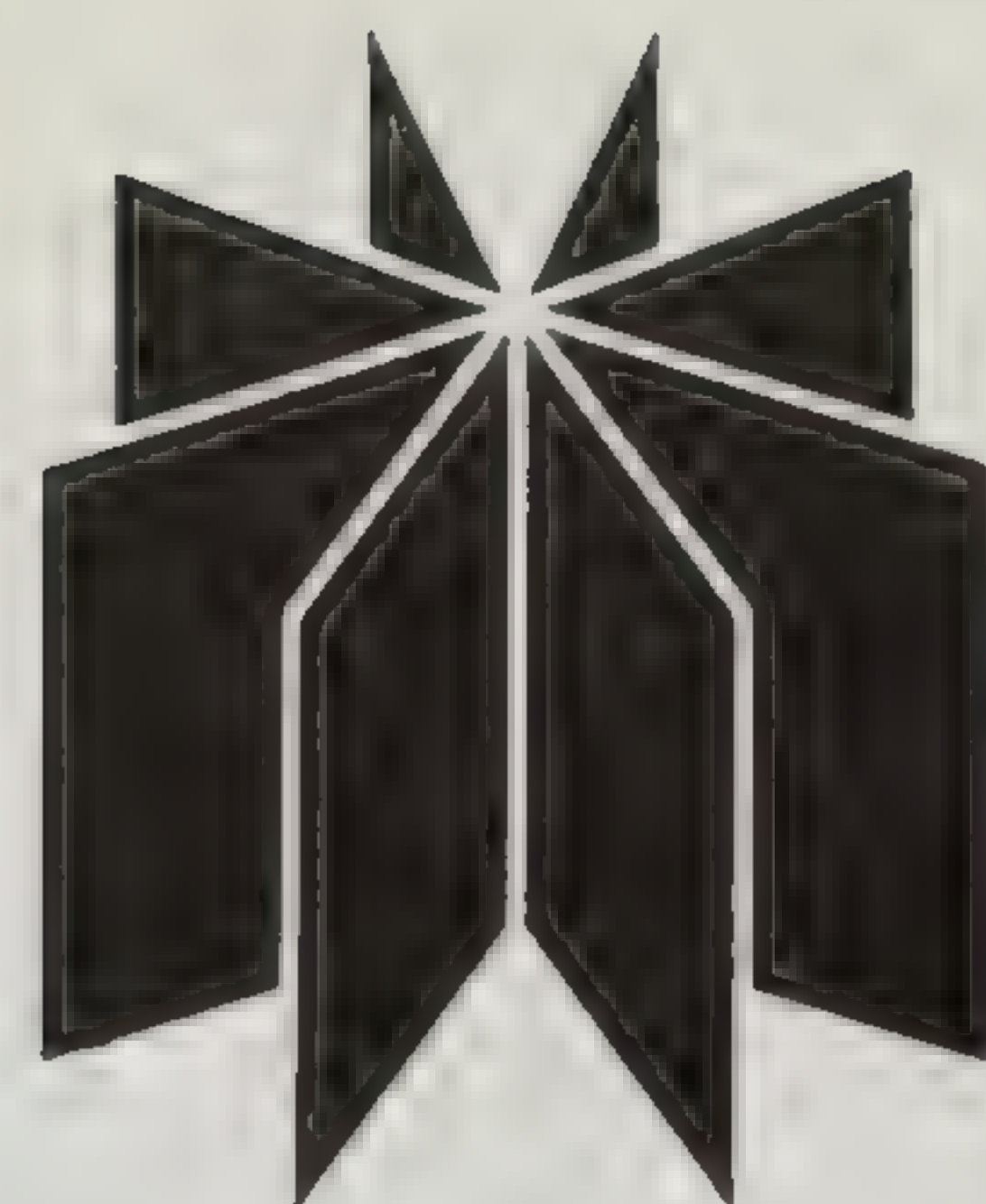




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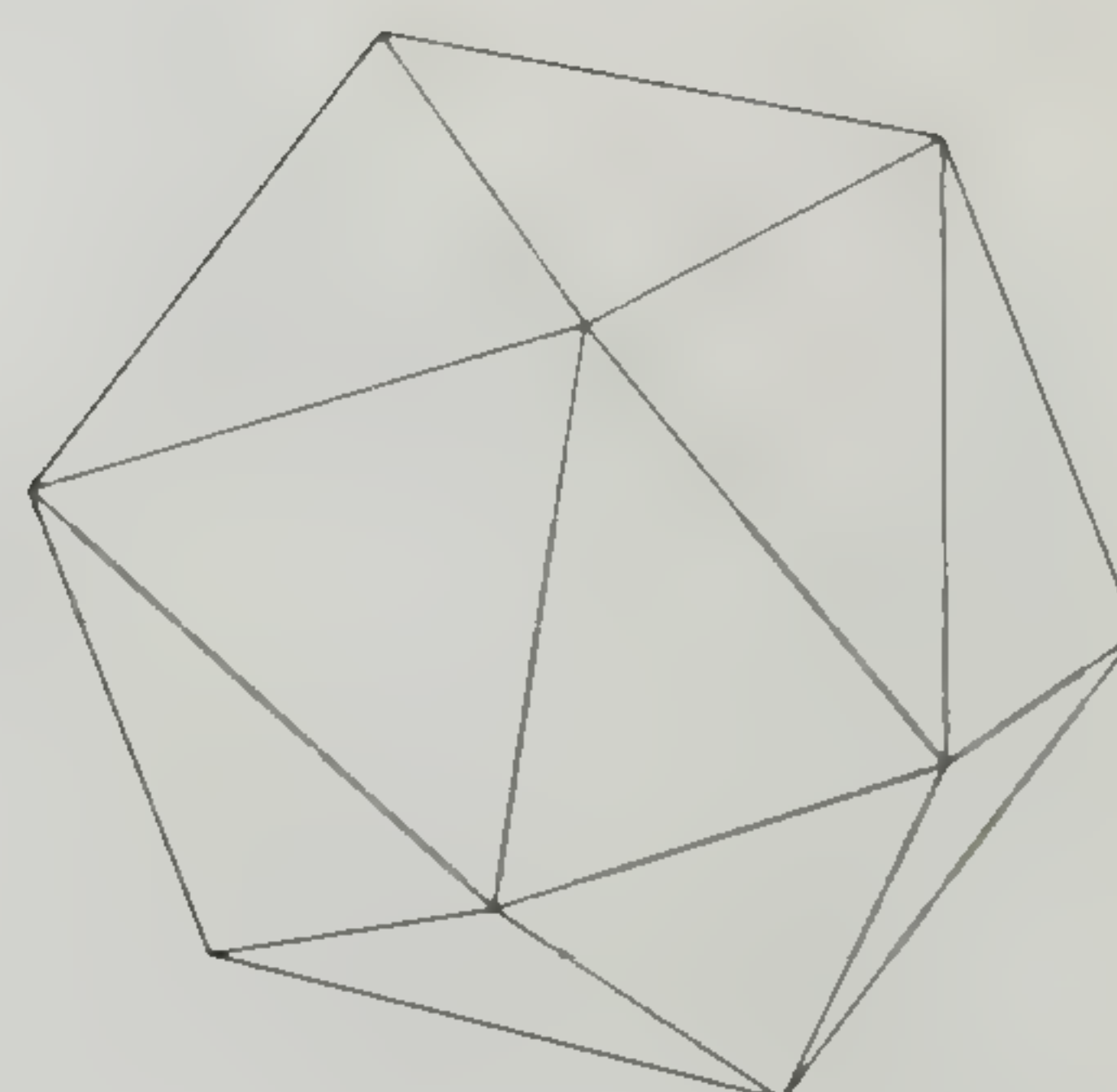
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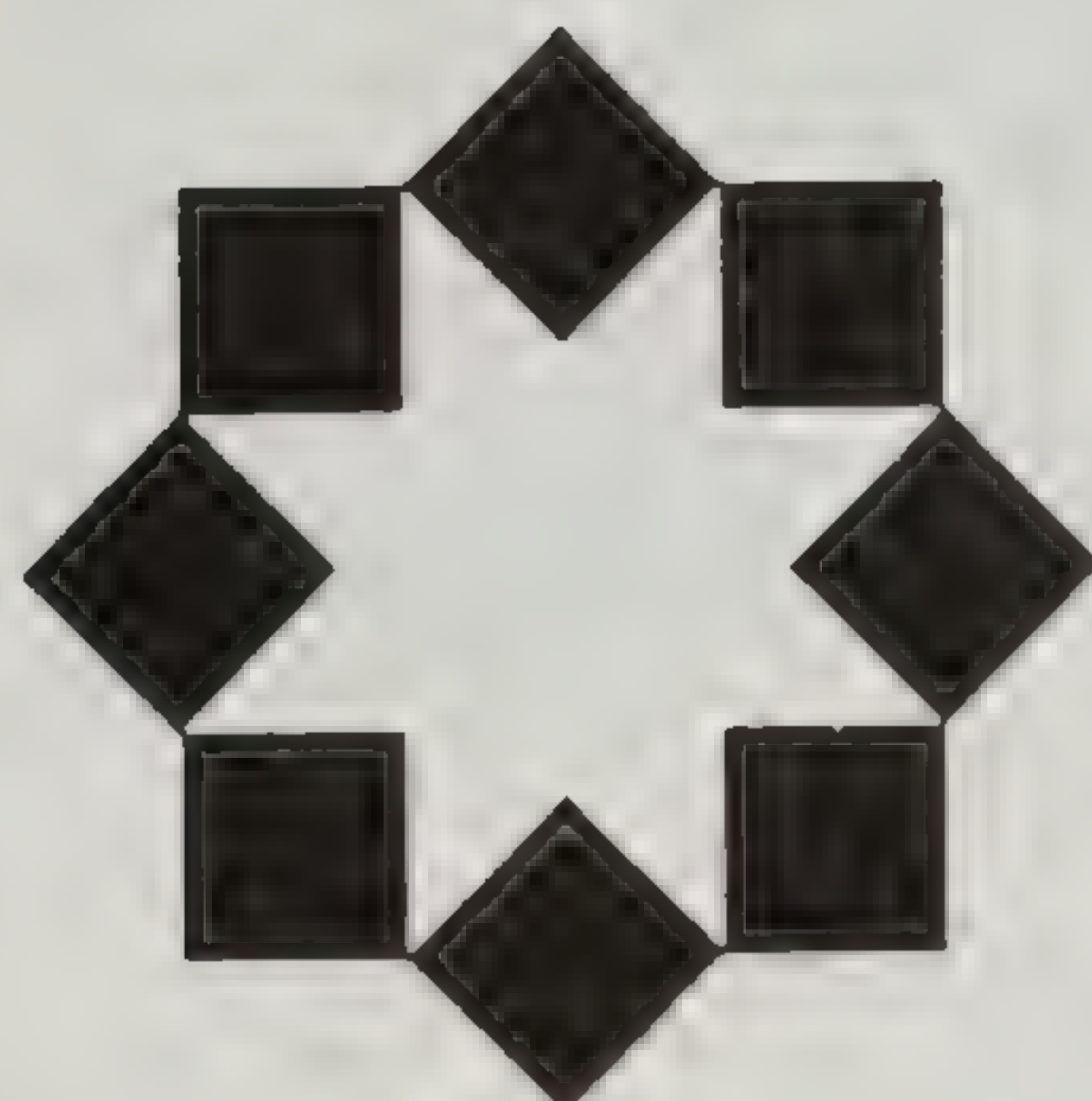
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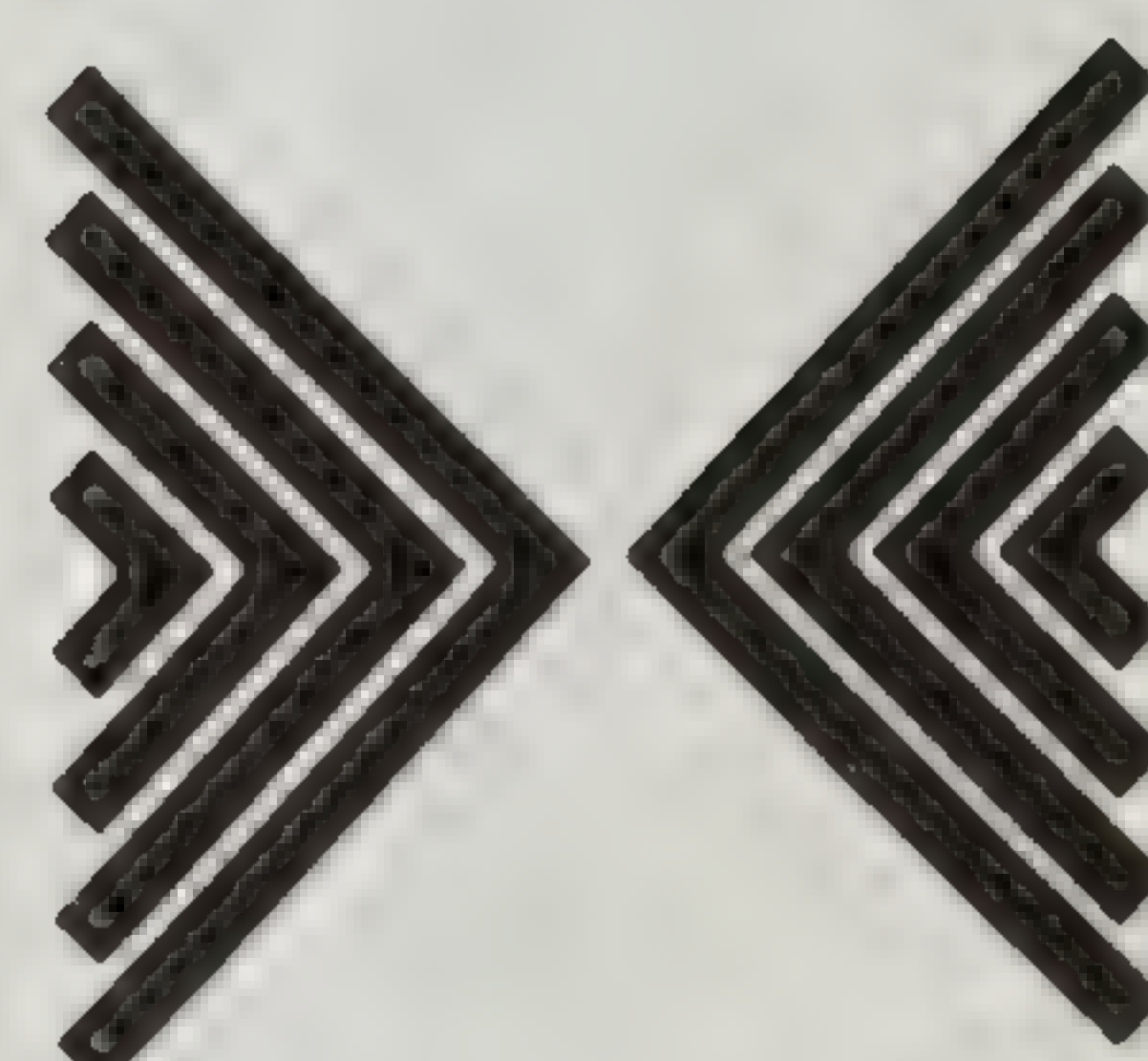
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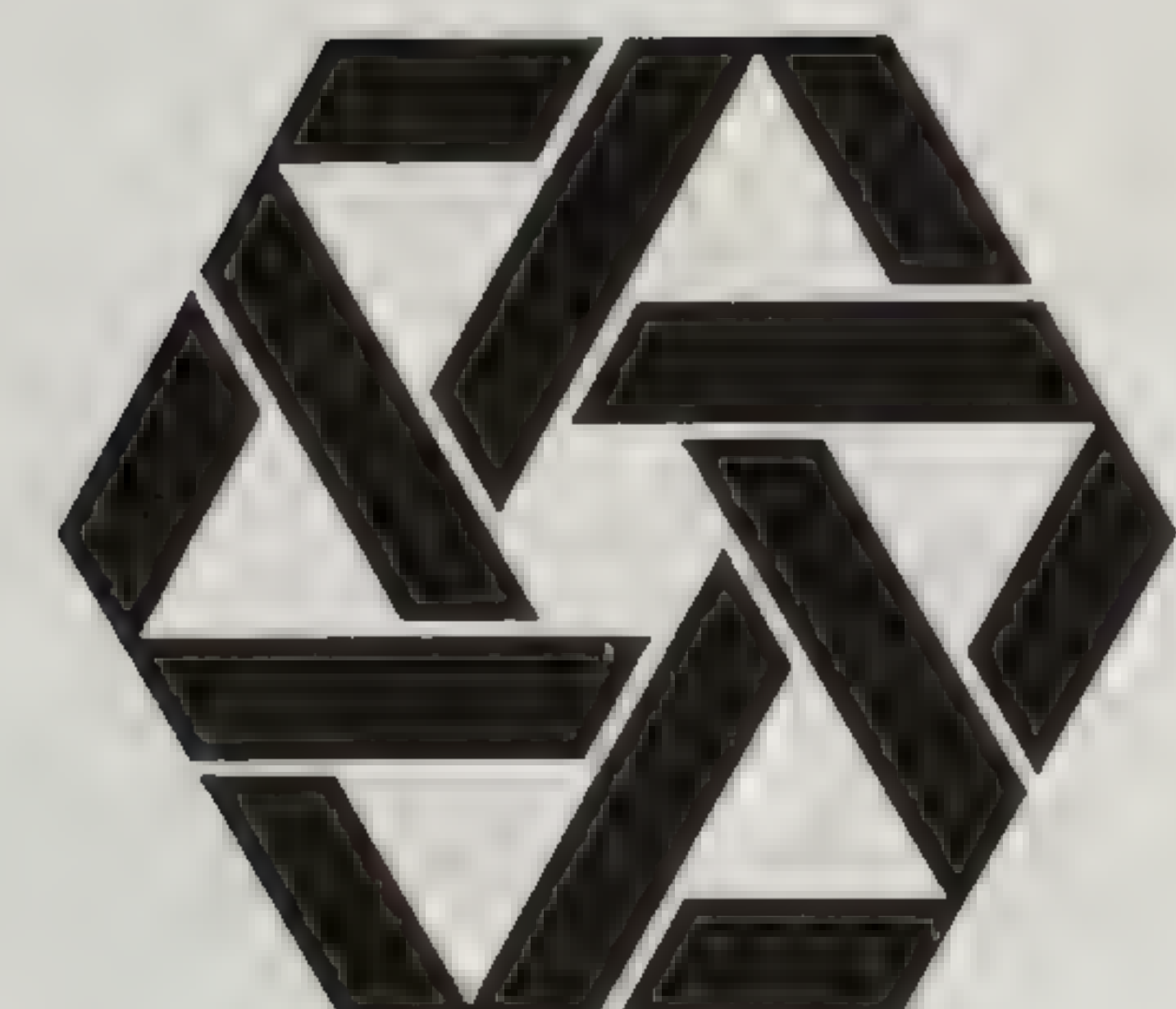
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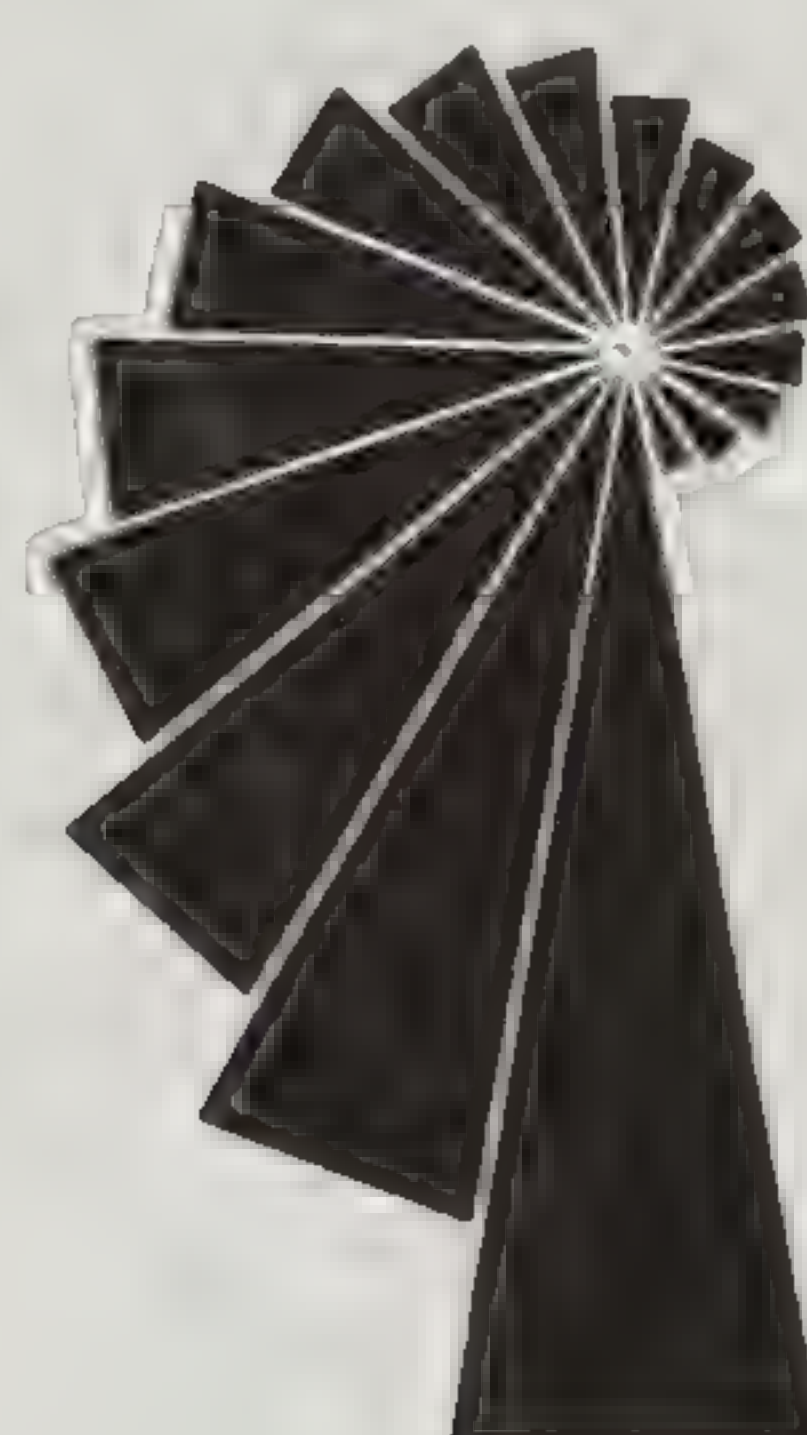
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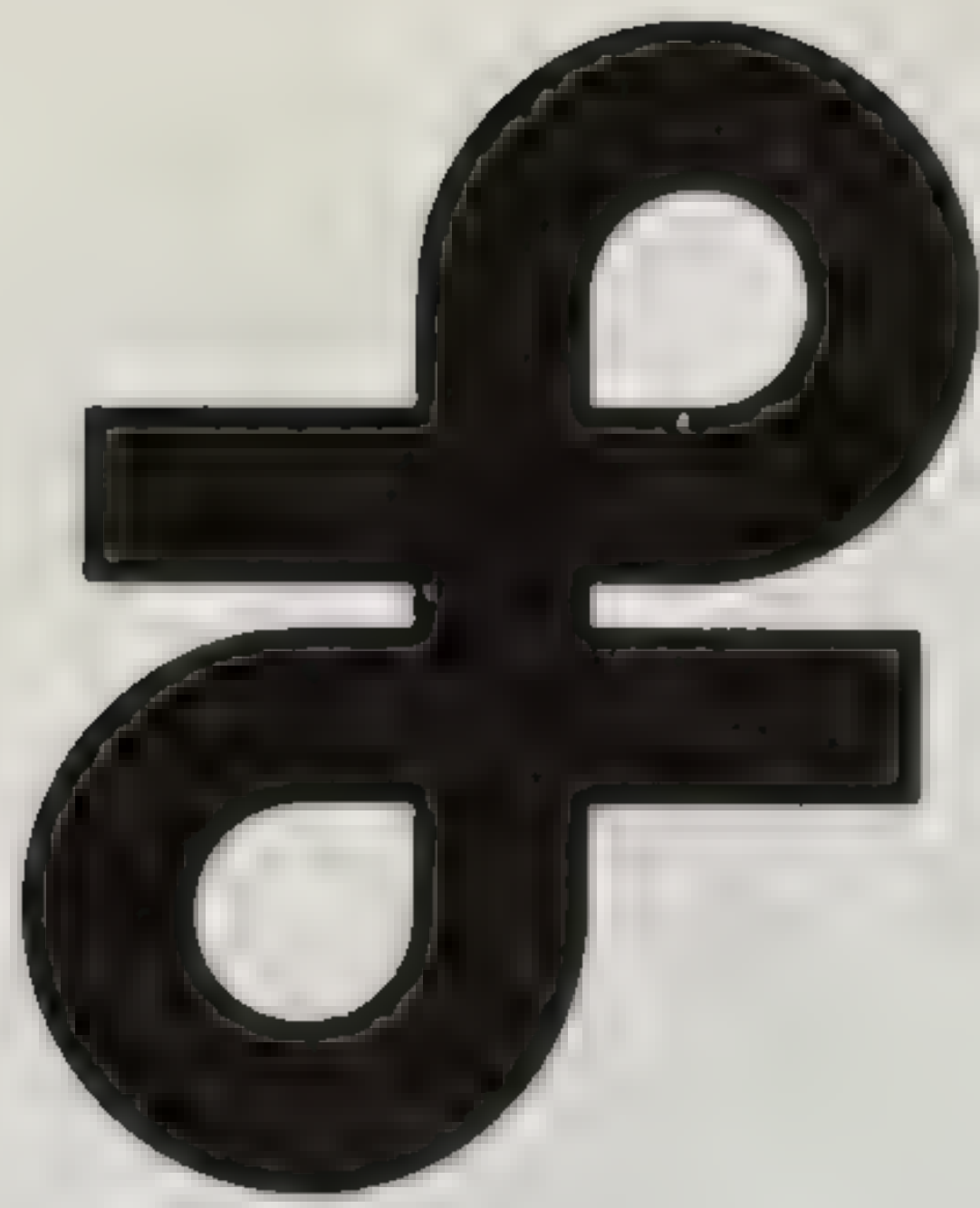


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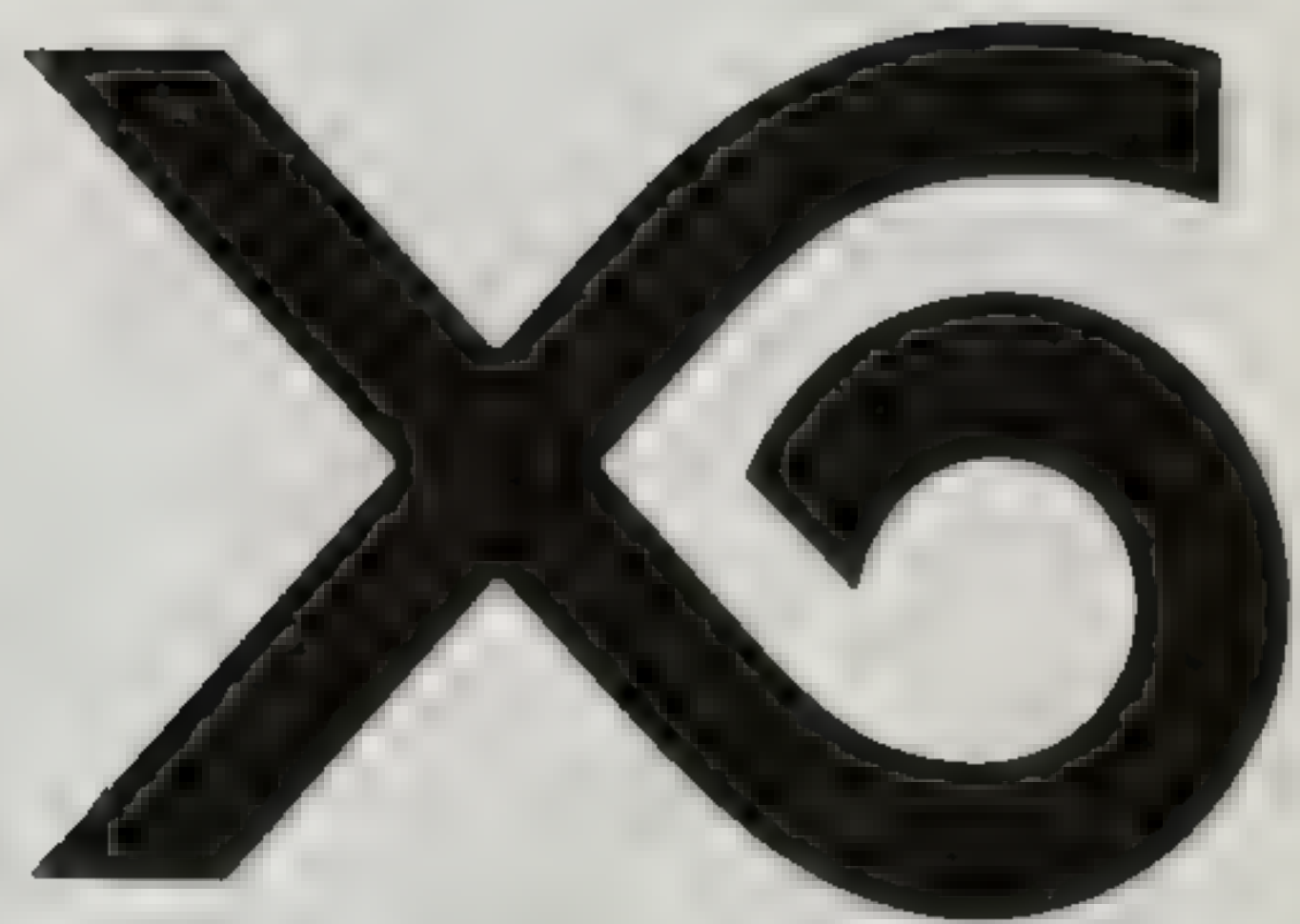
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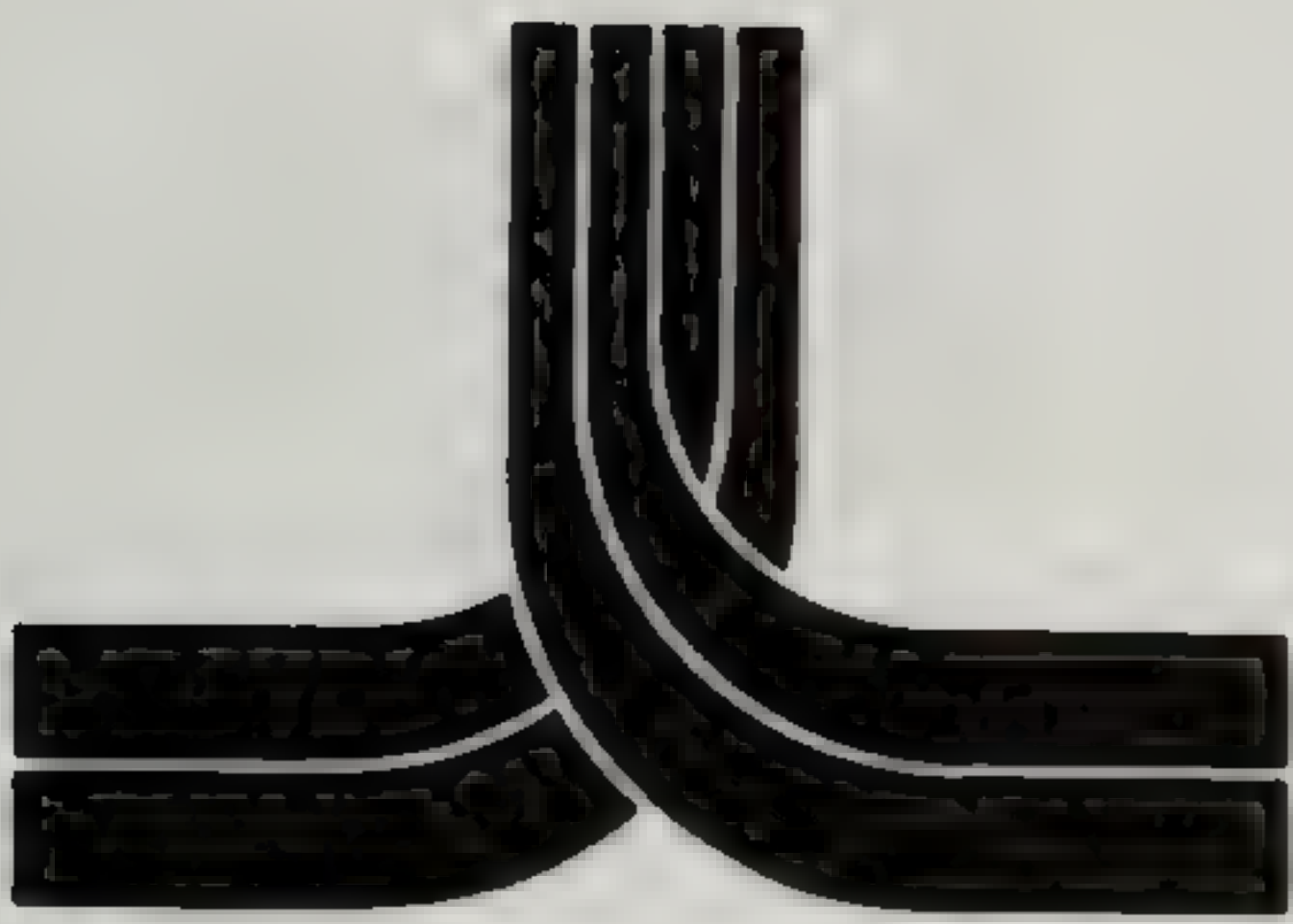
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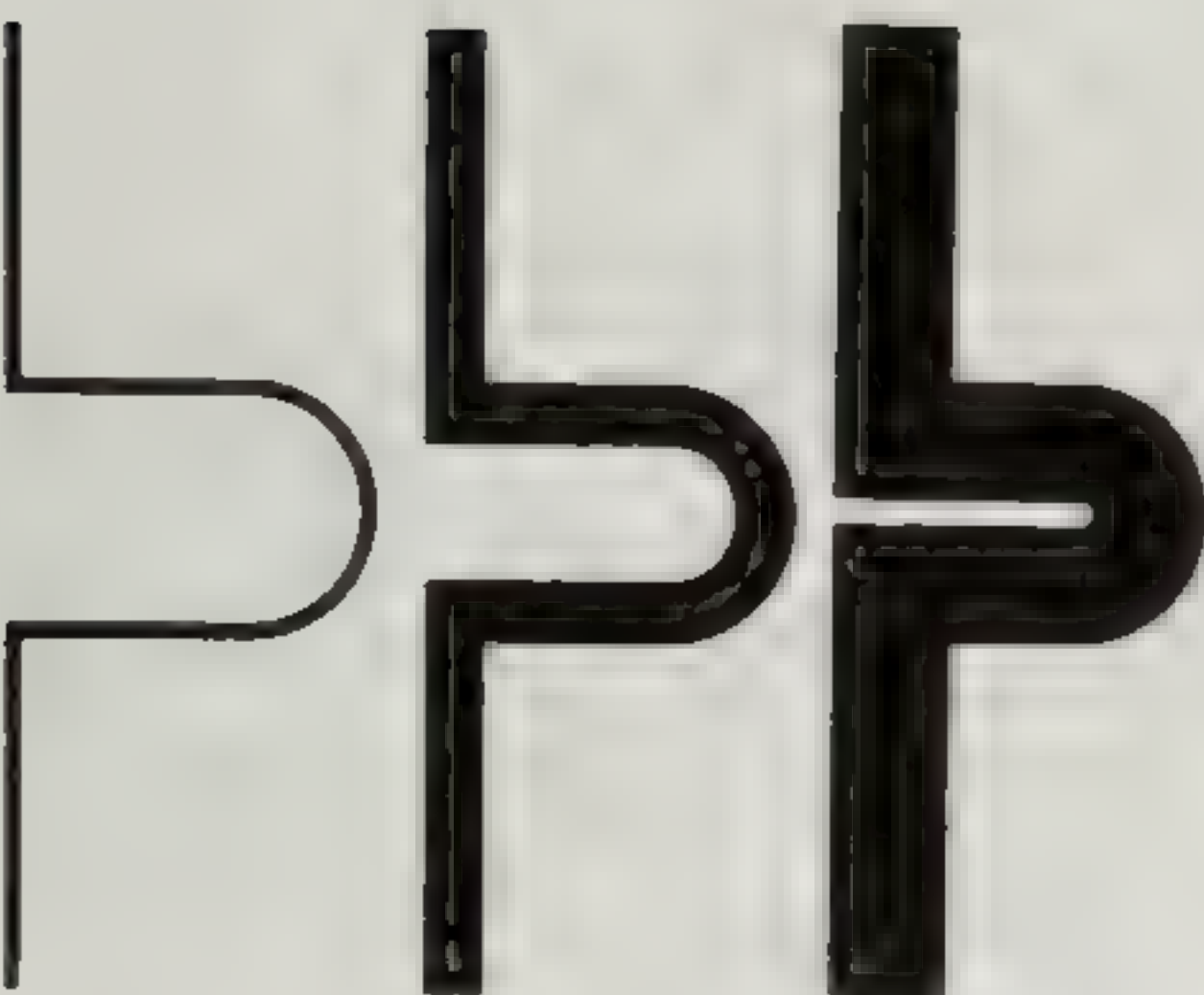
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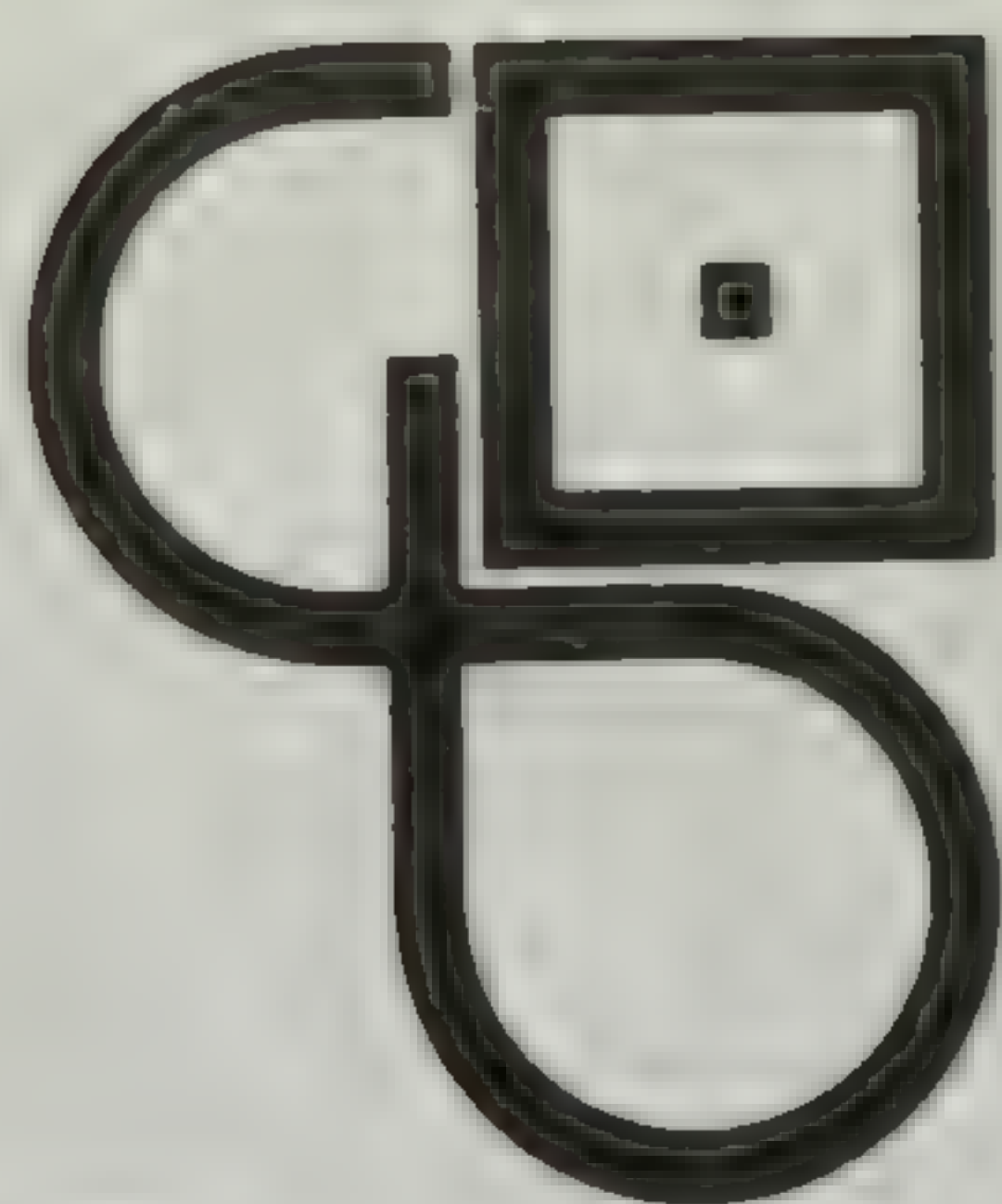


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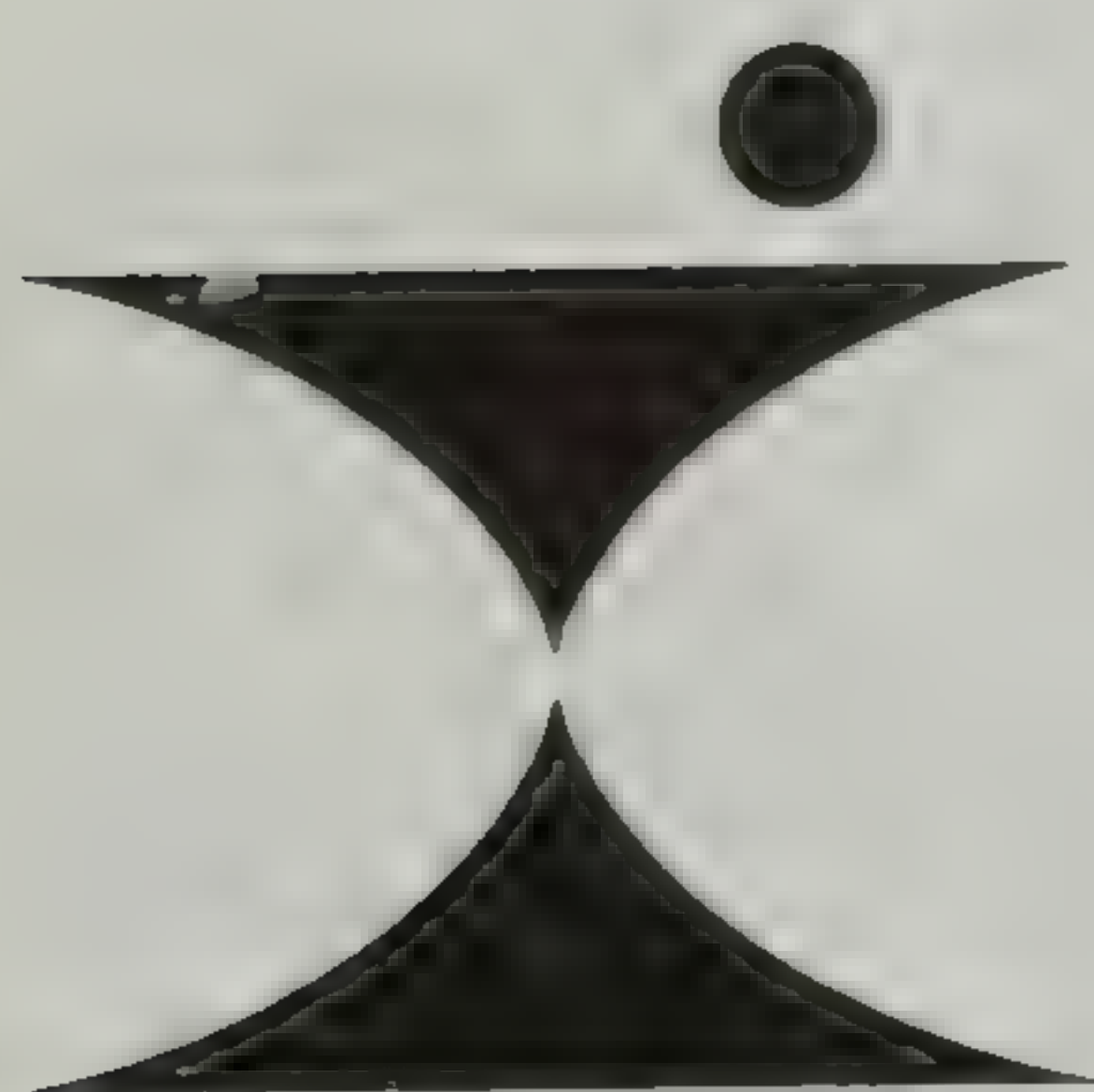
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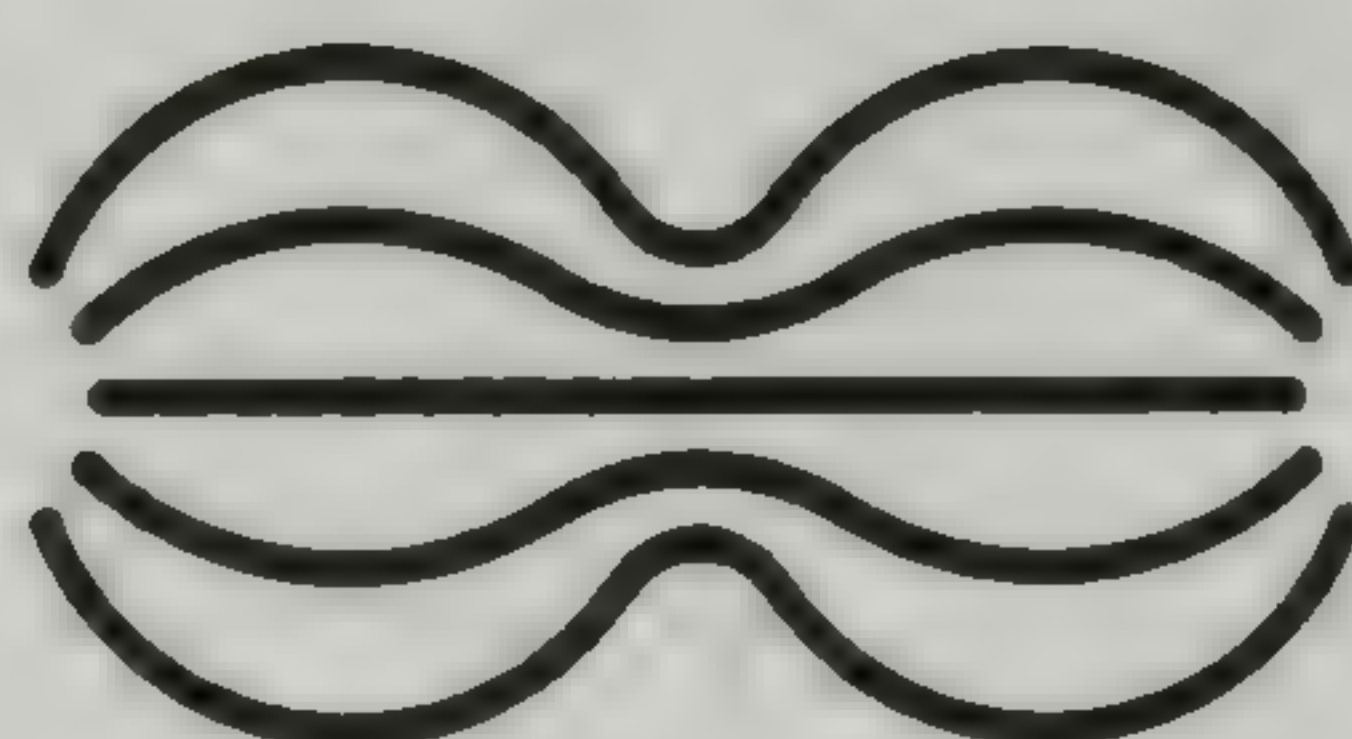
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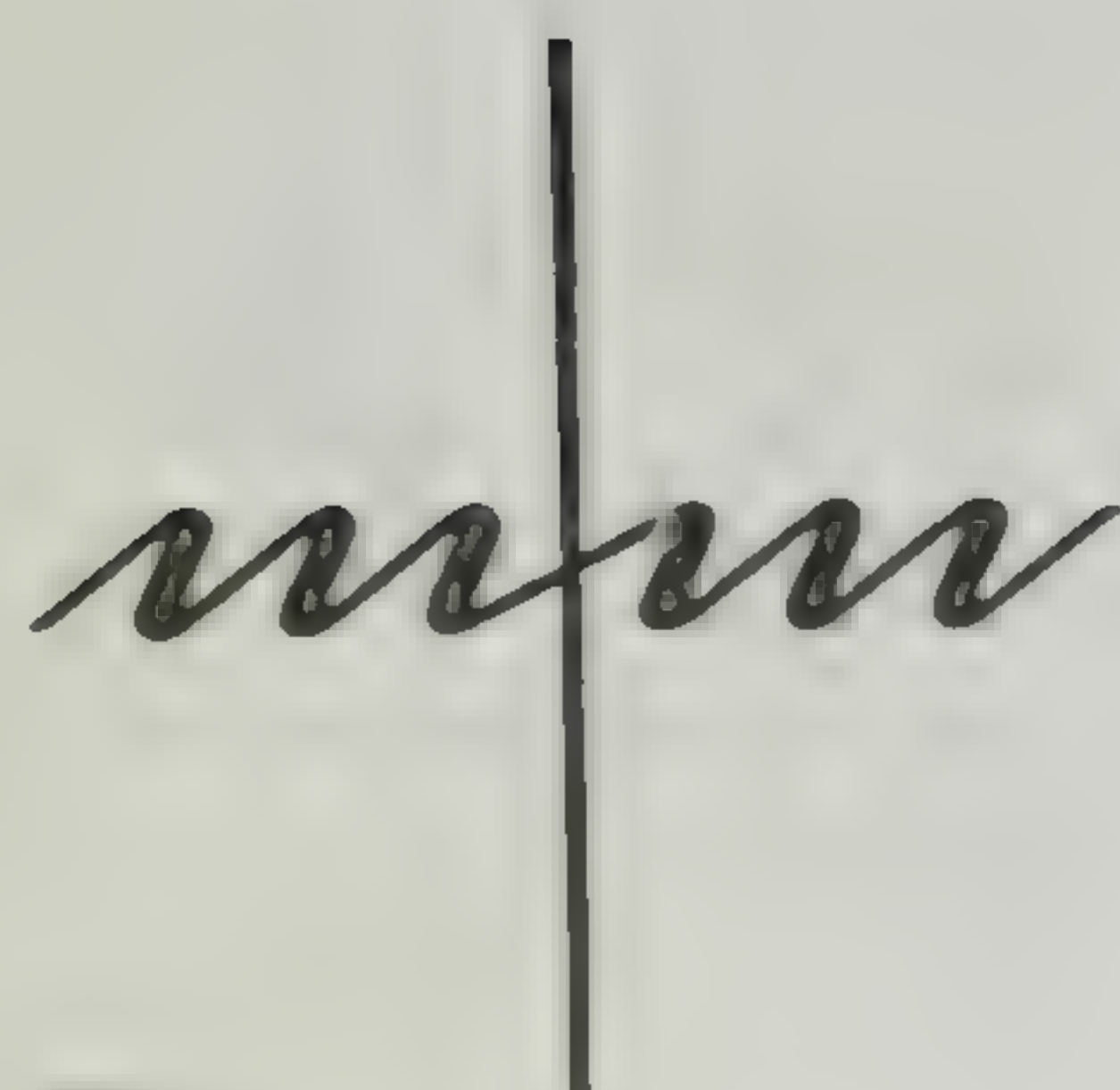
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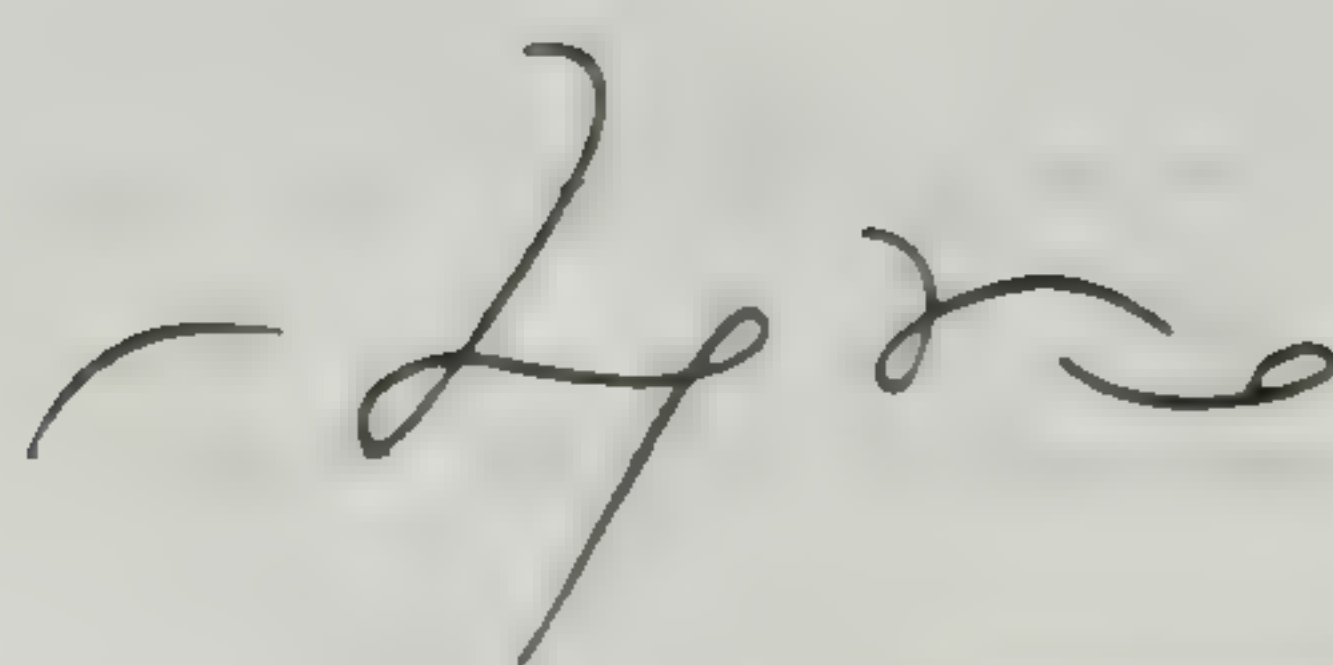
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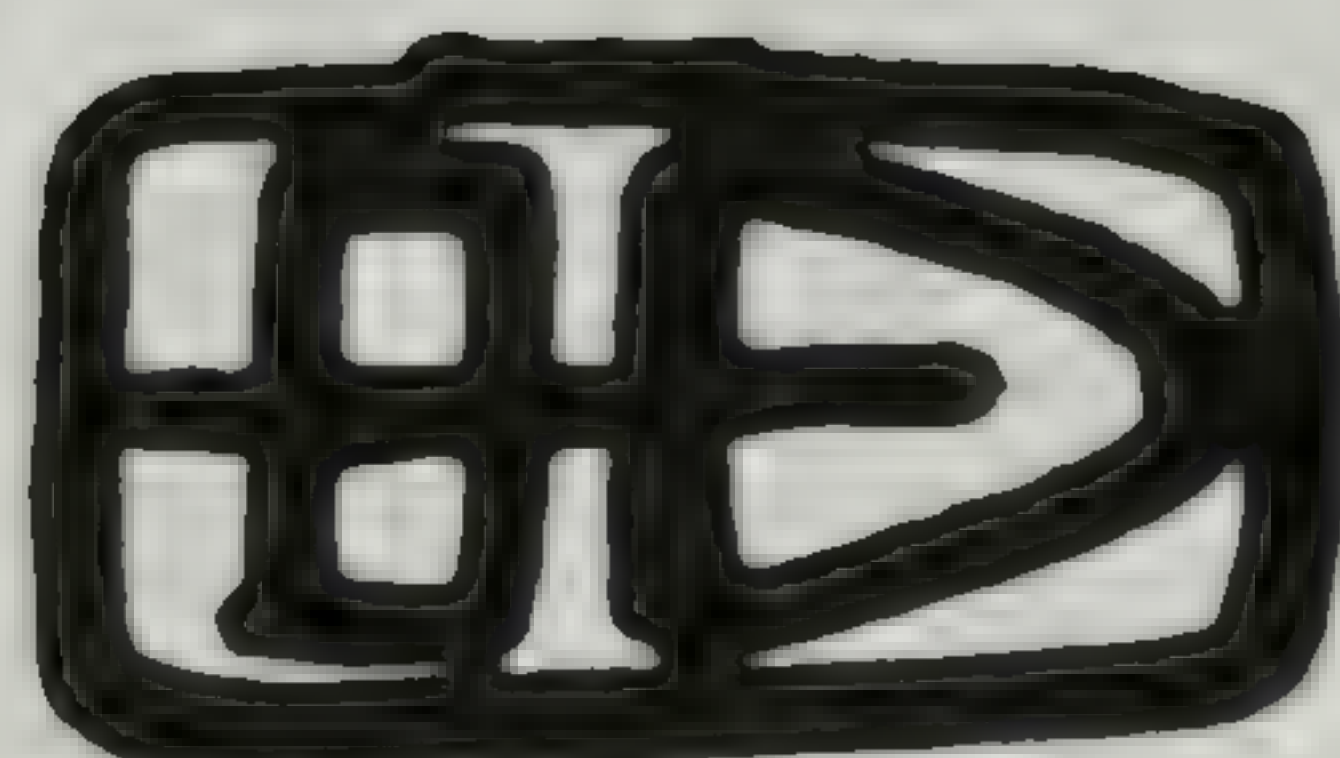
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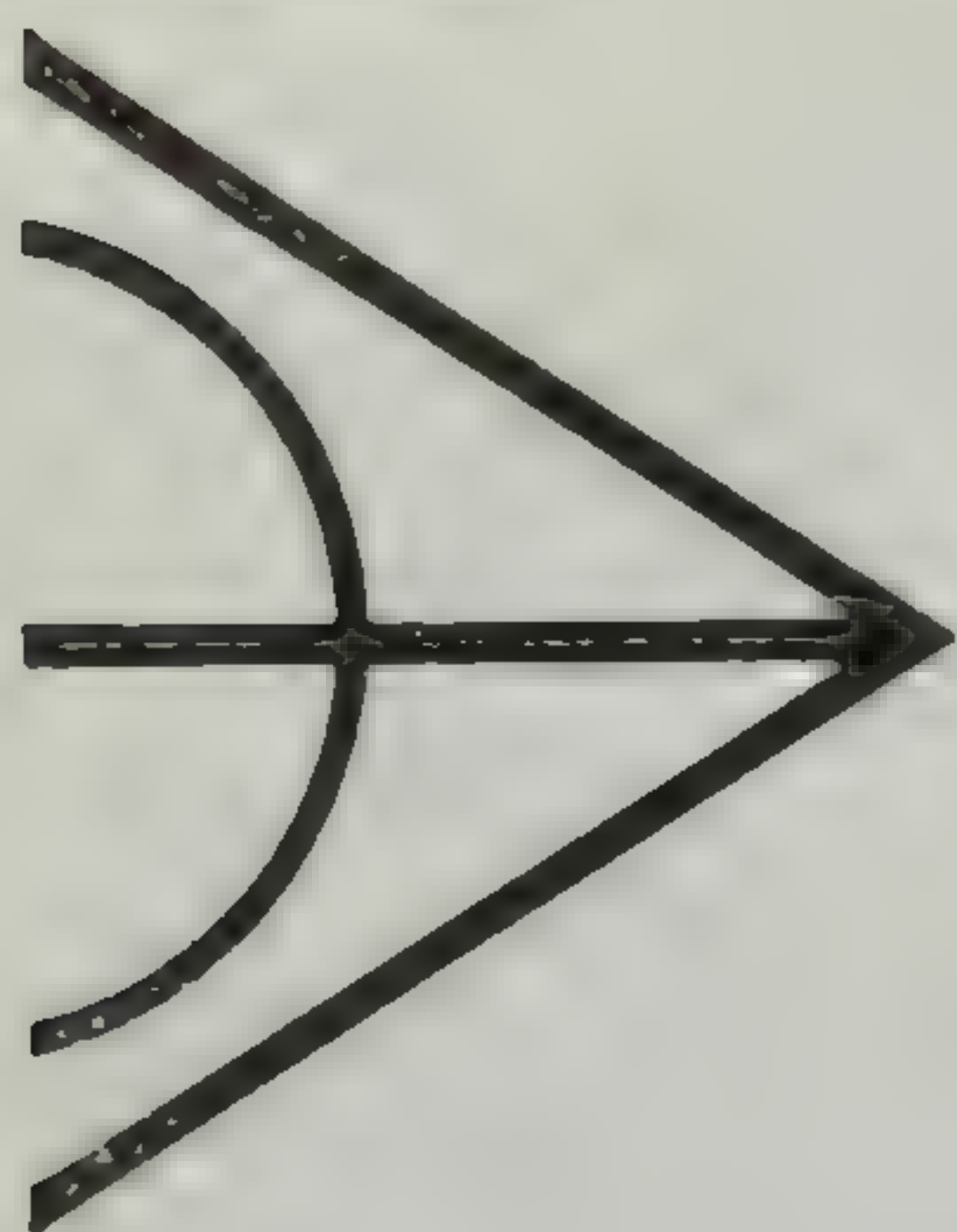




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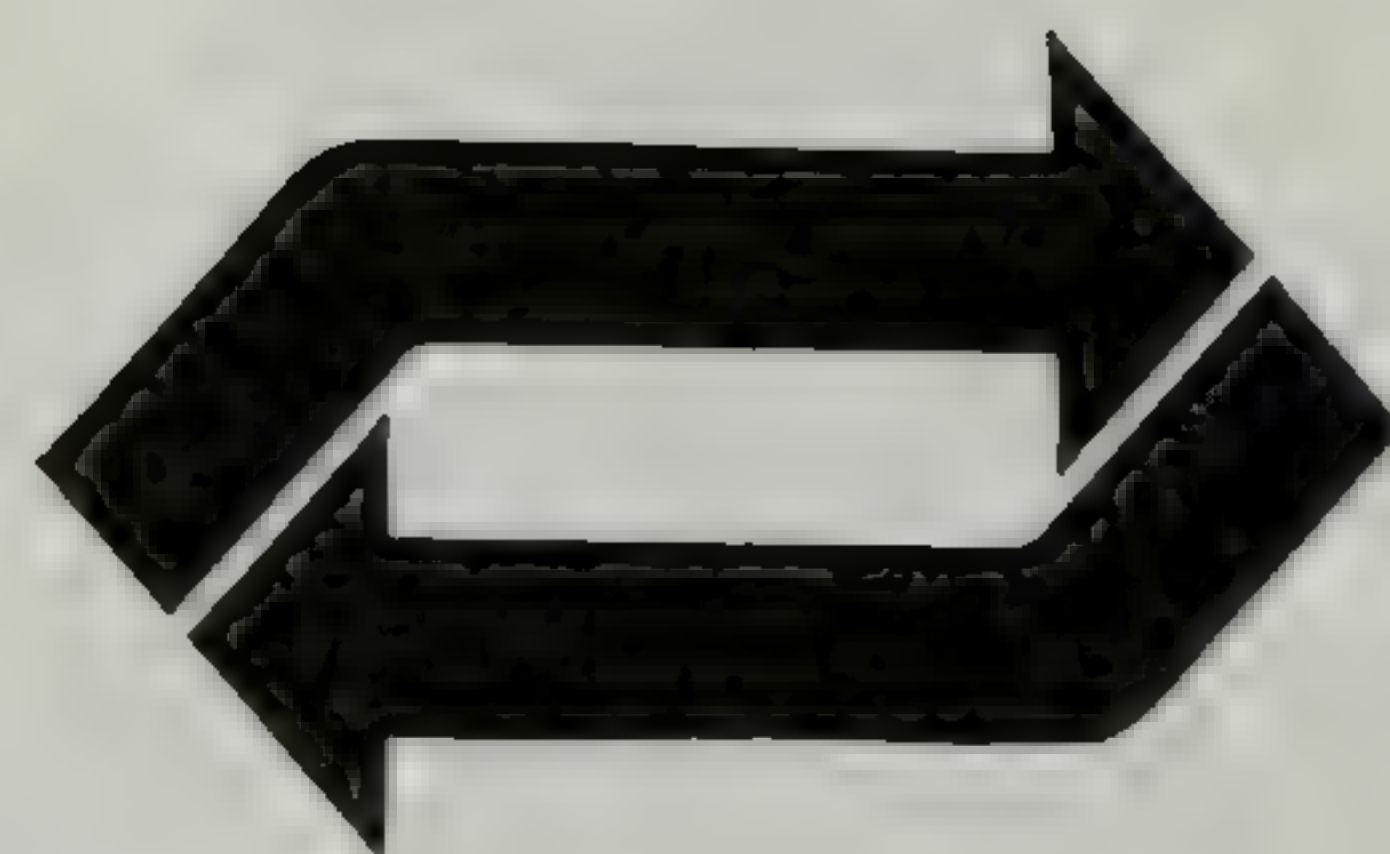
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1270



1274



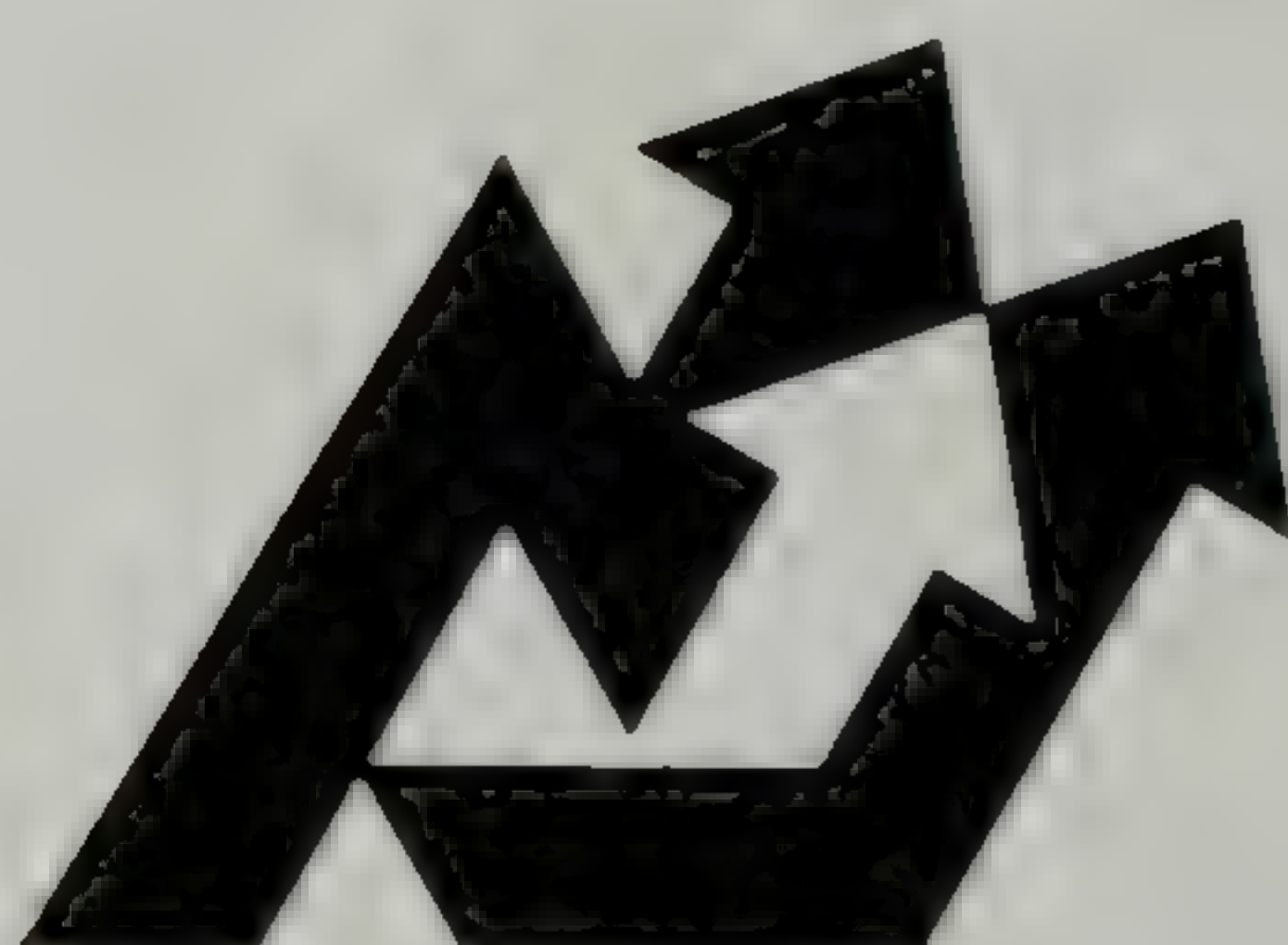
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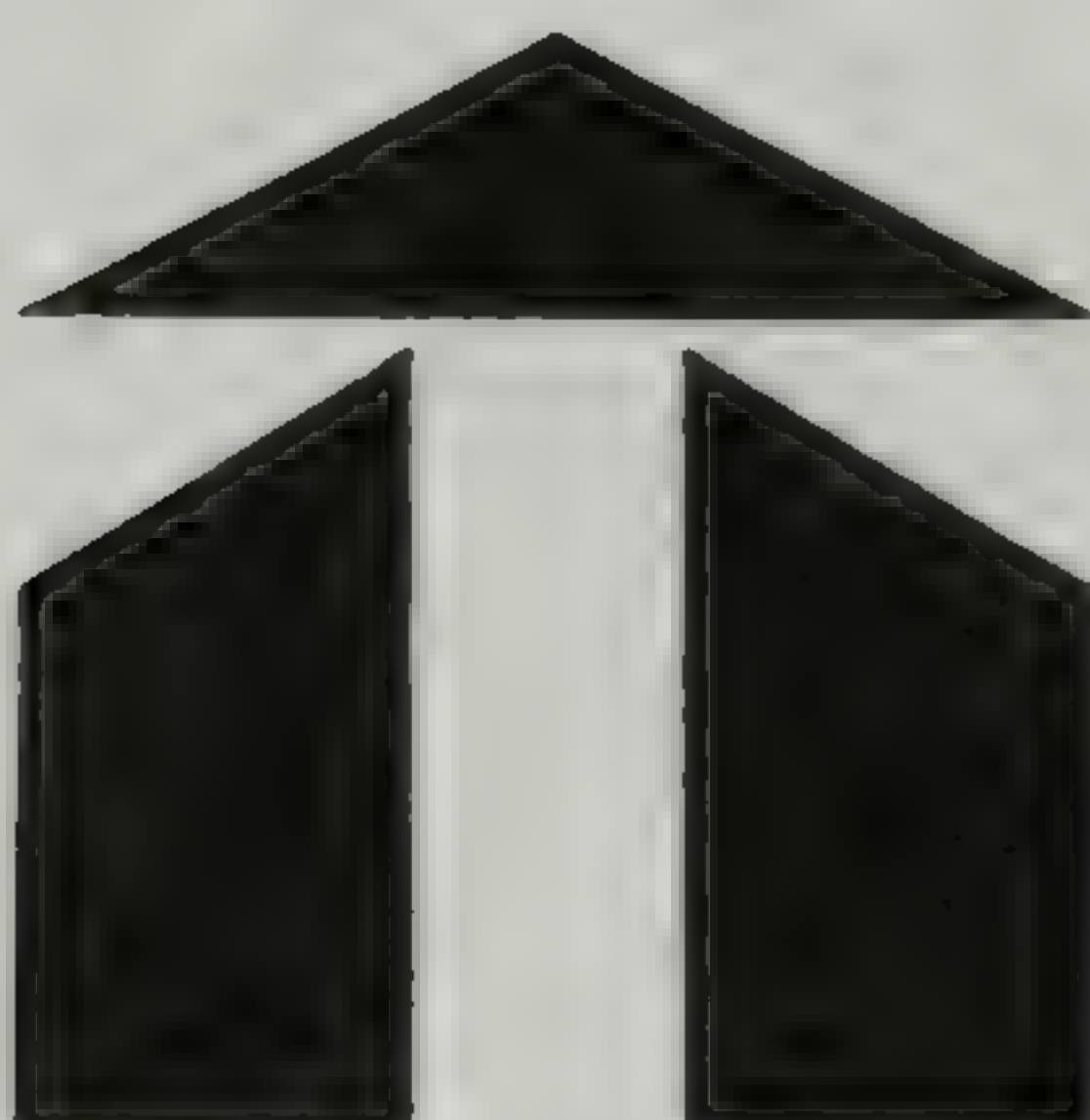
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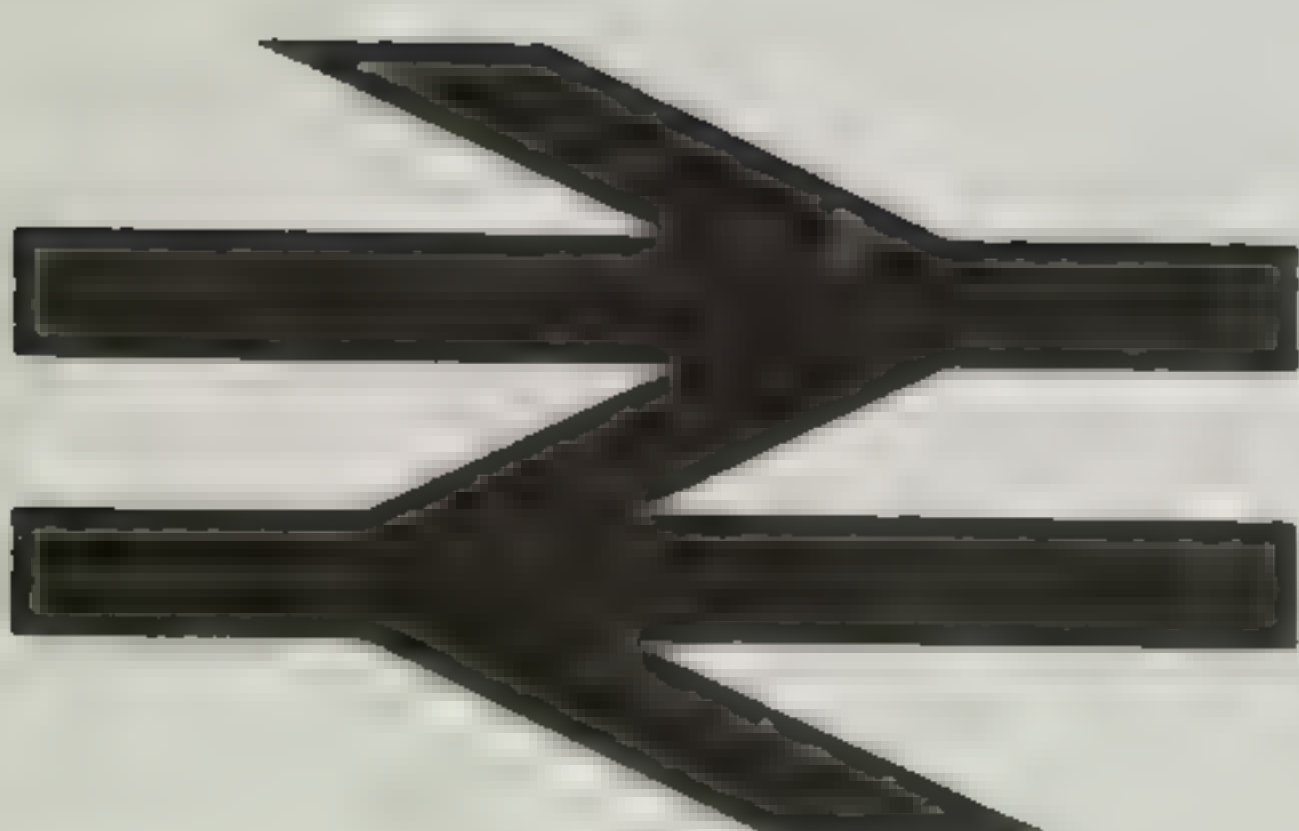
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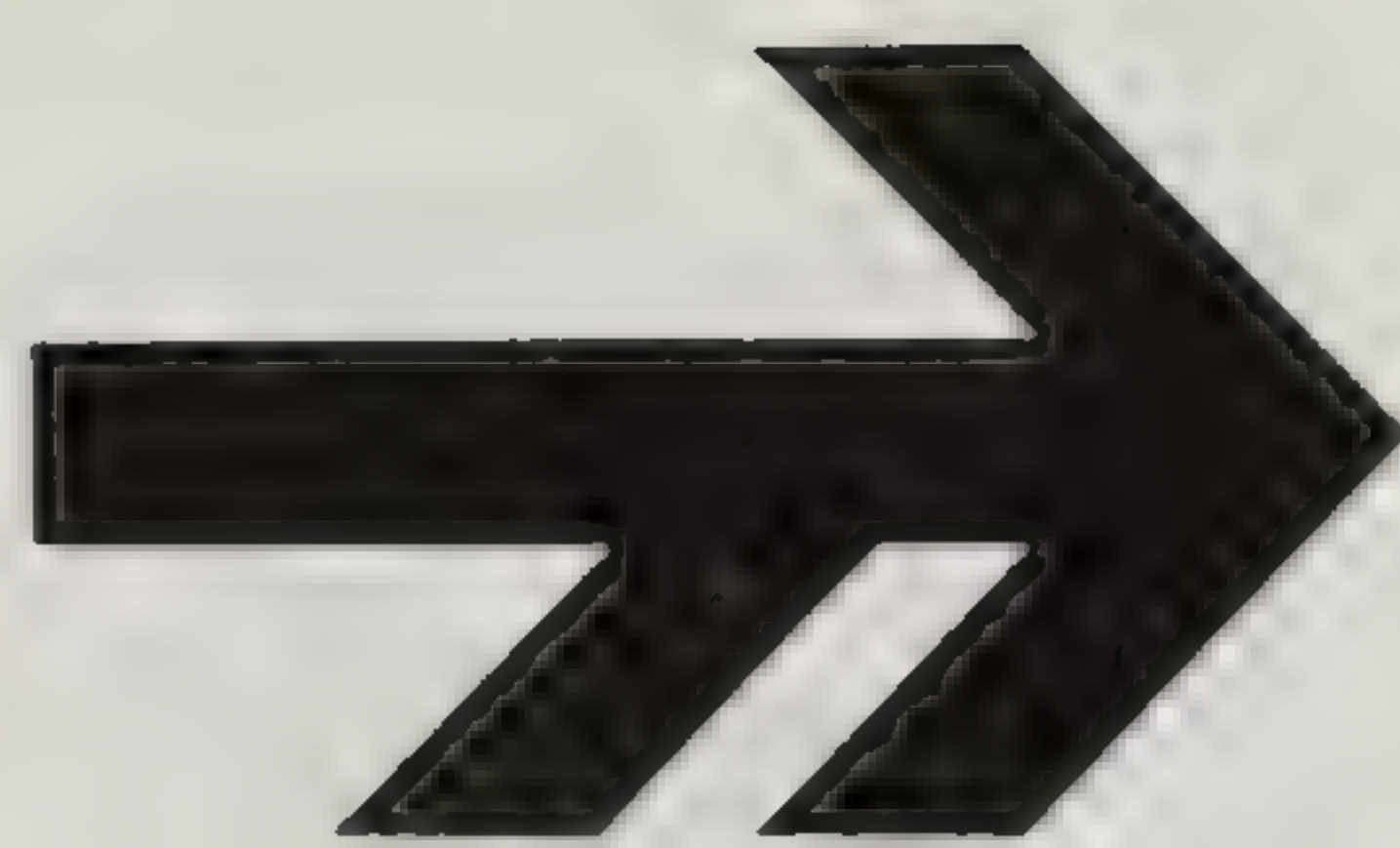


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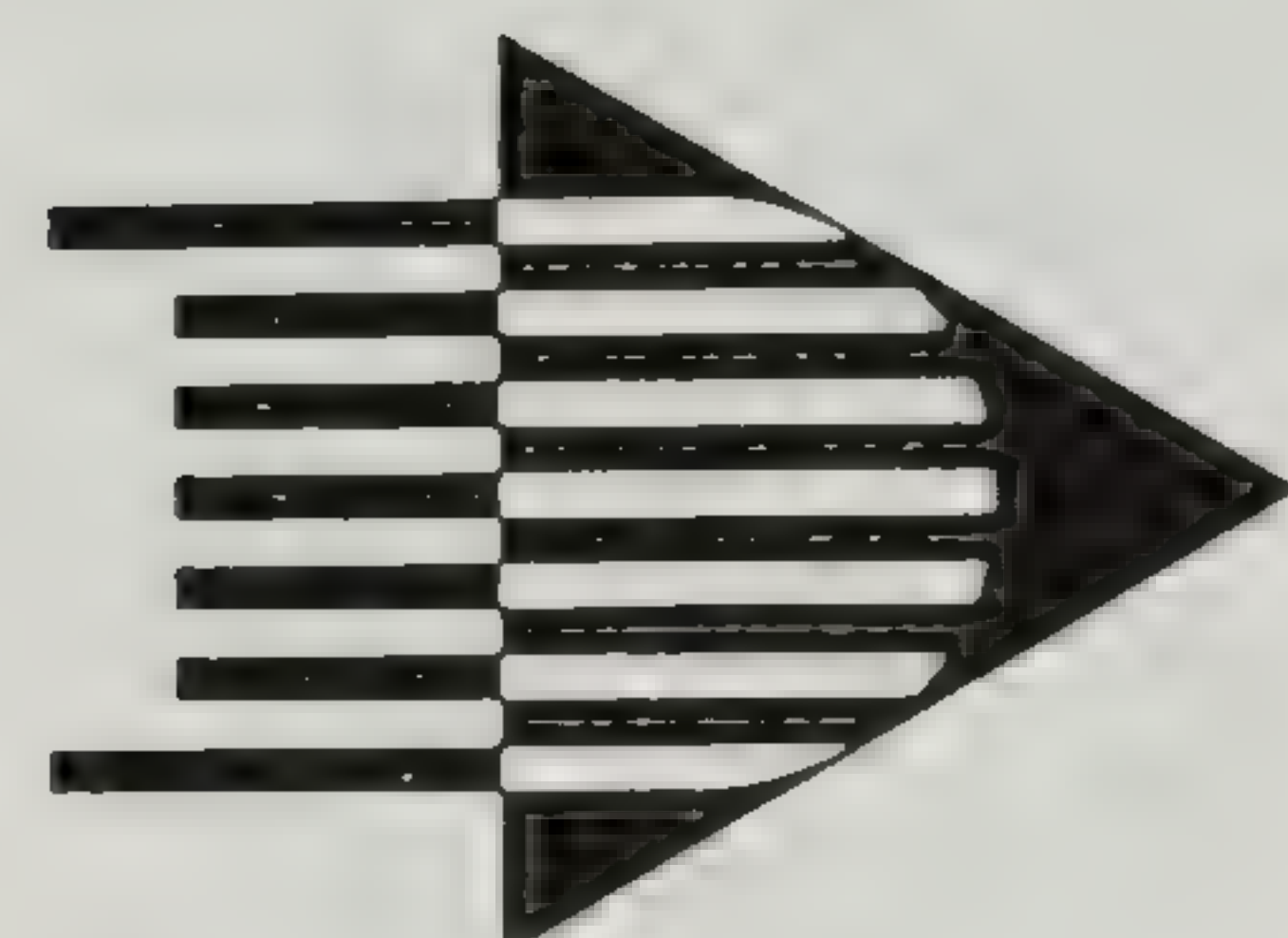
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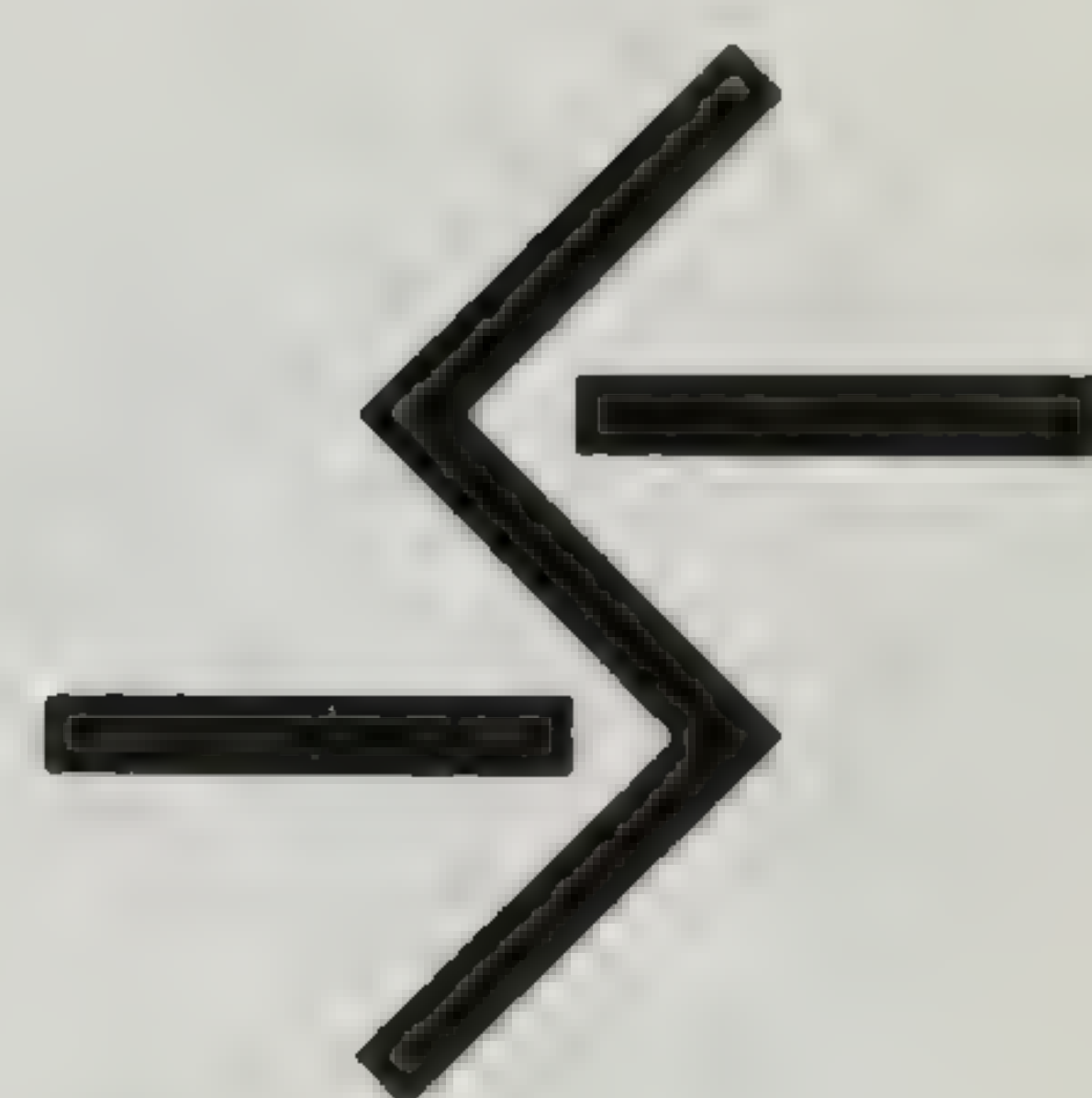
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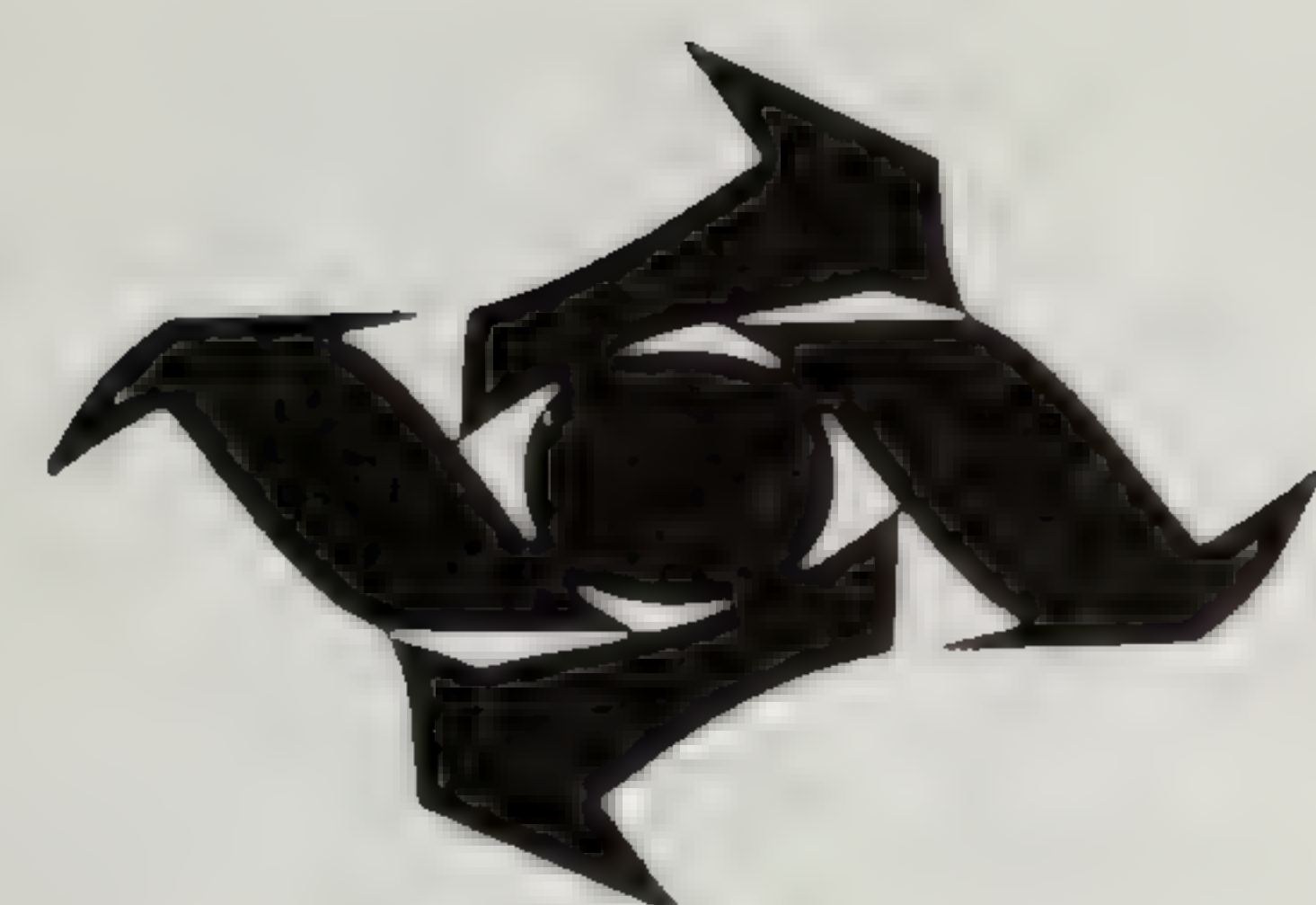
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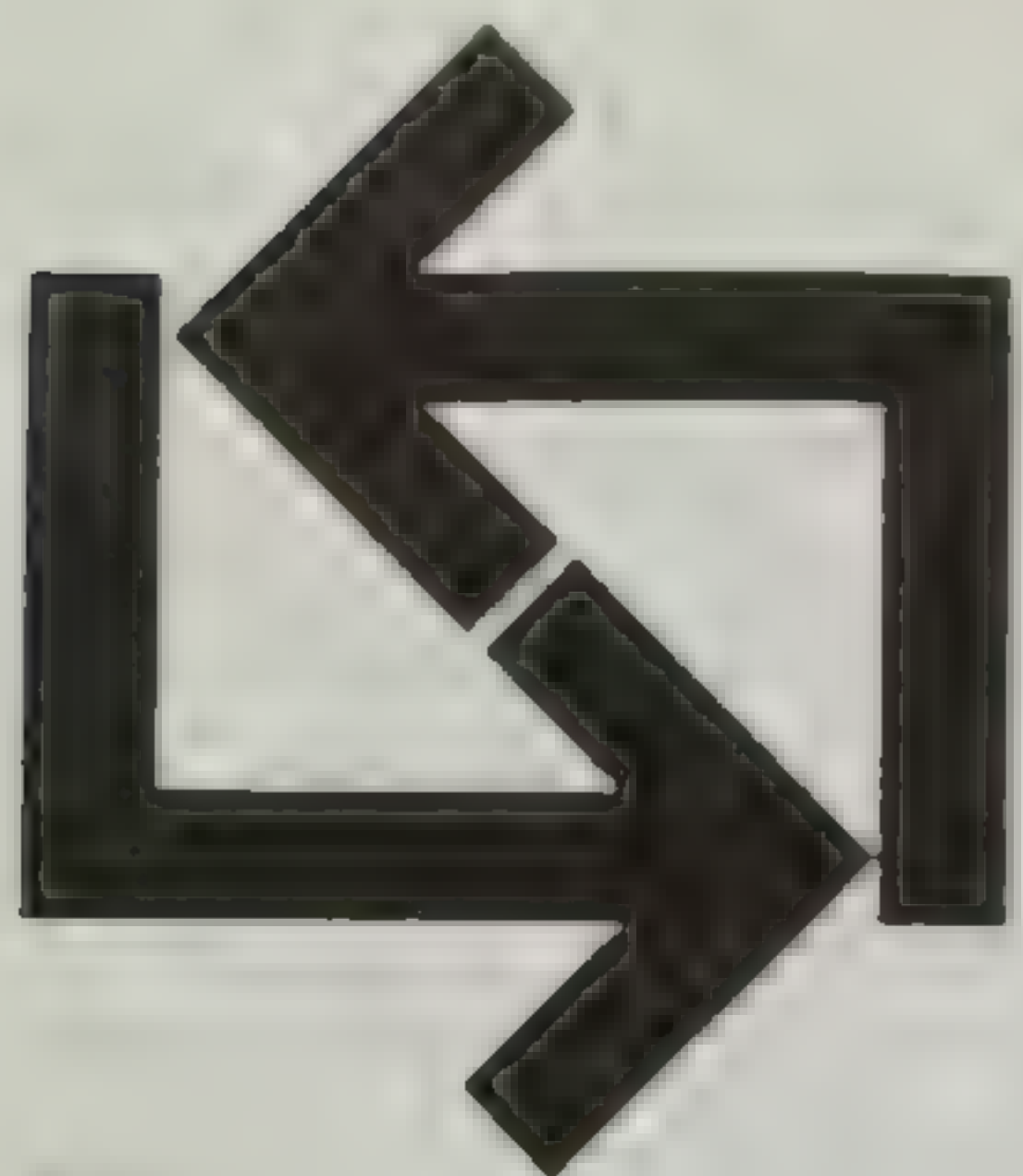


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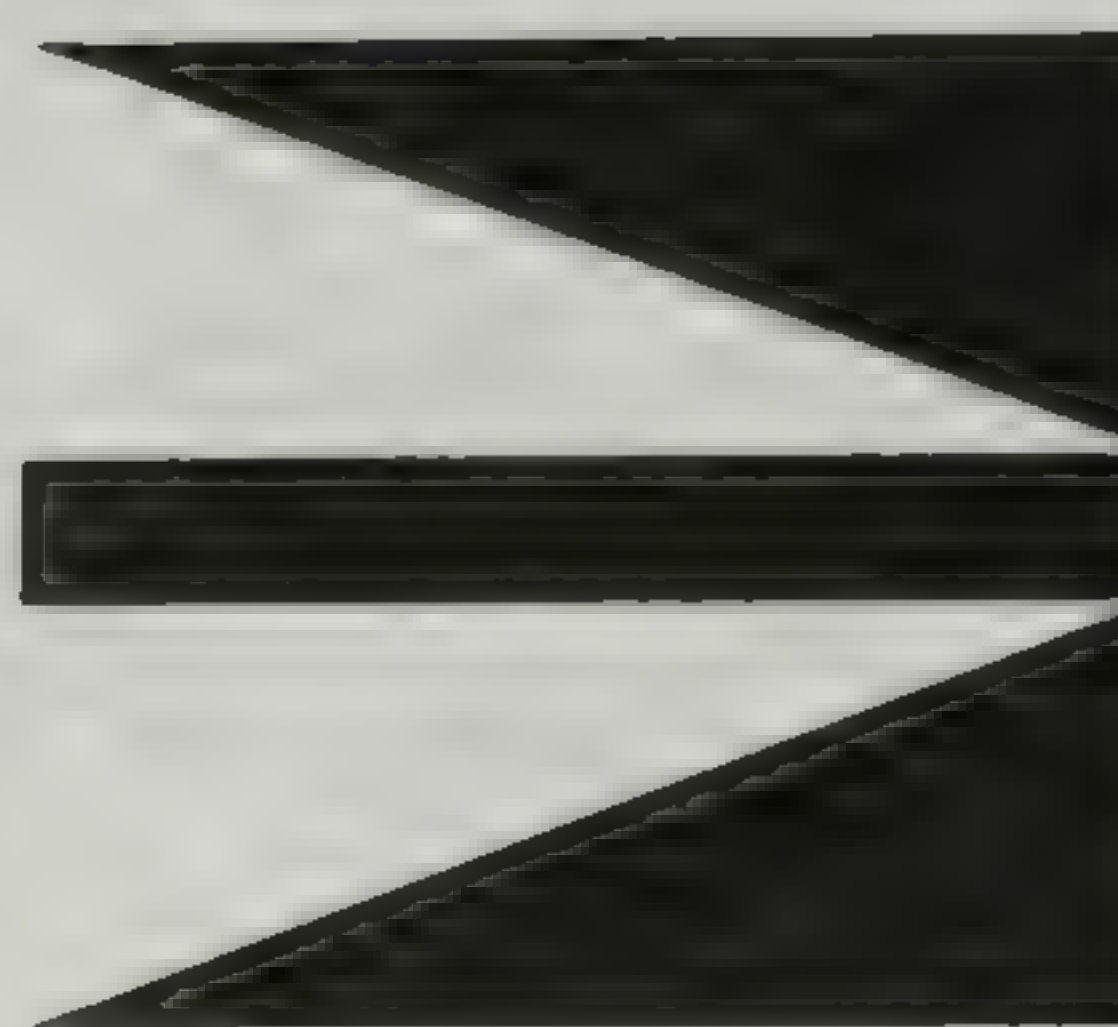
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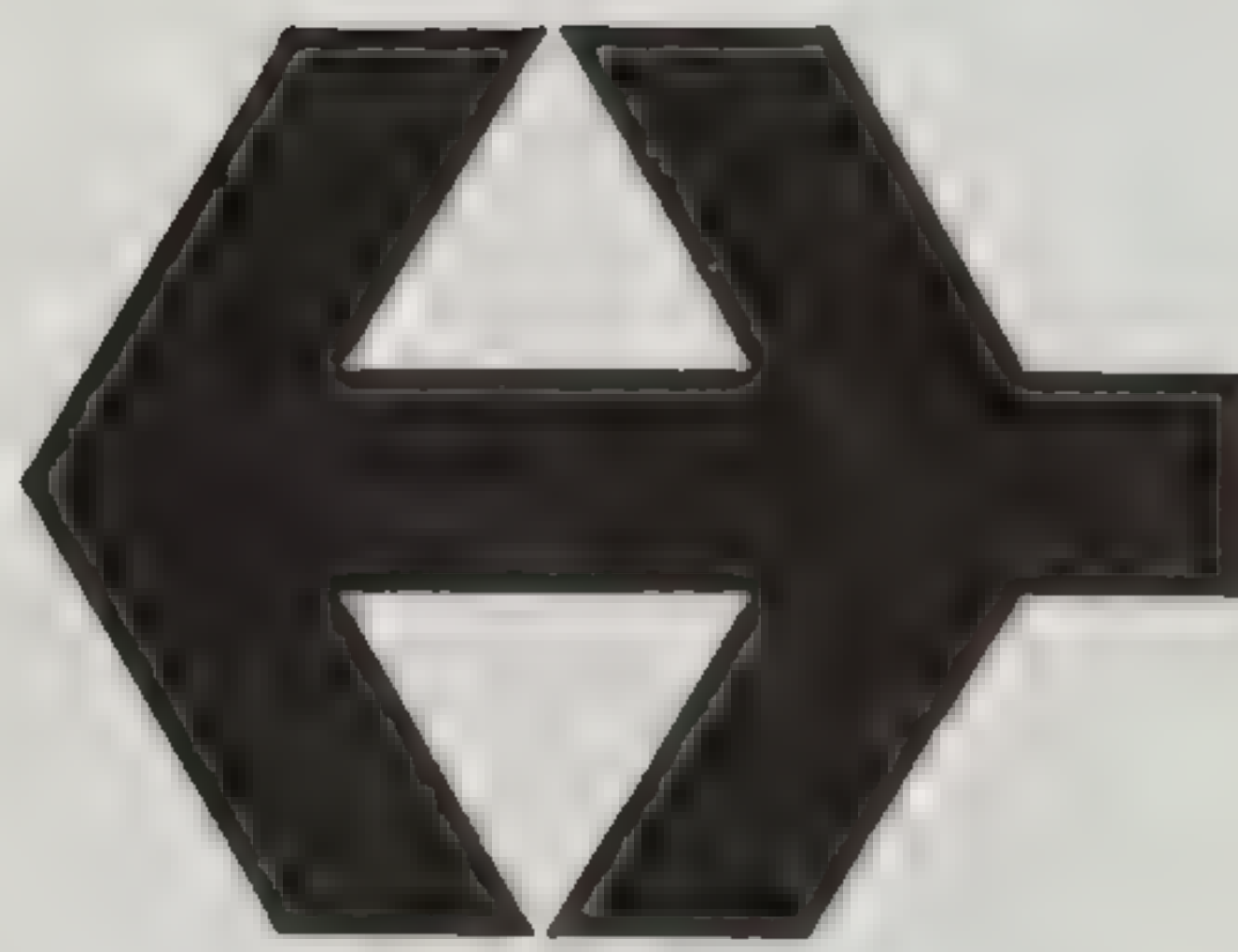
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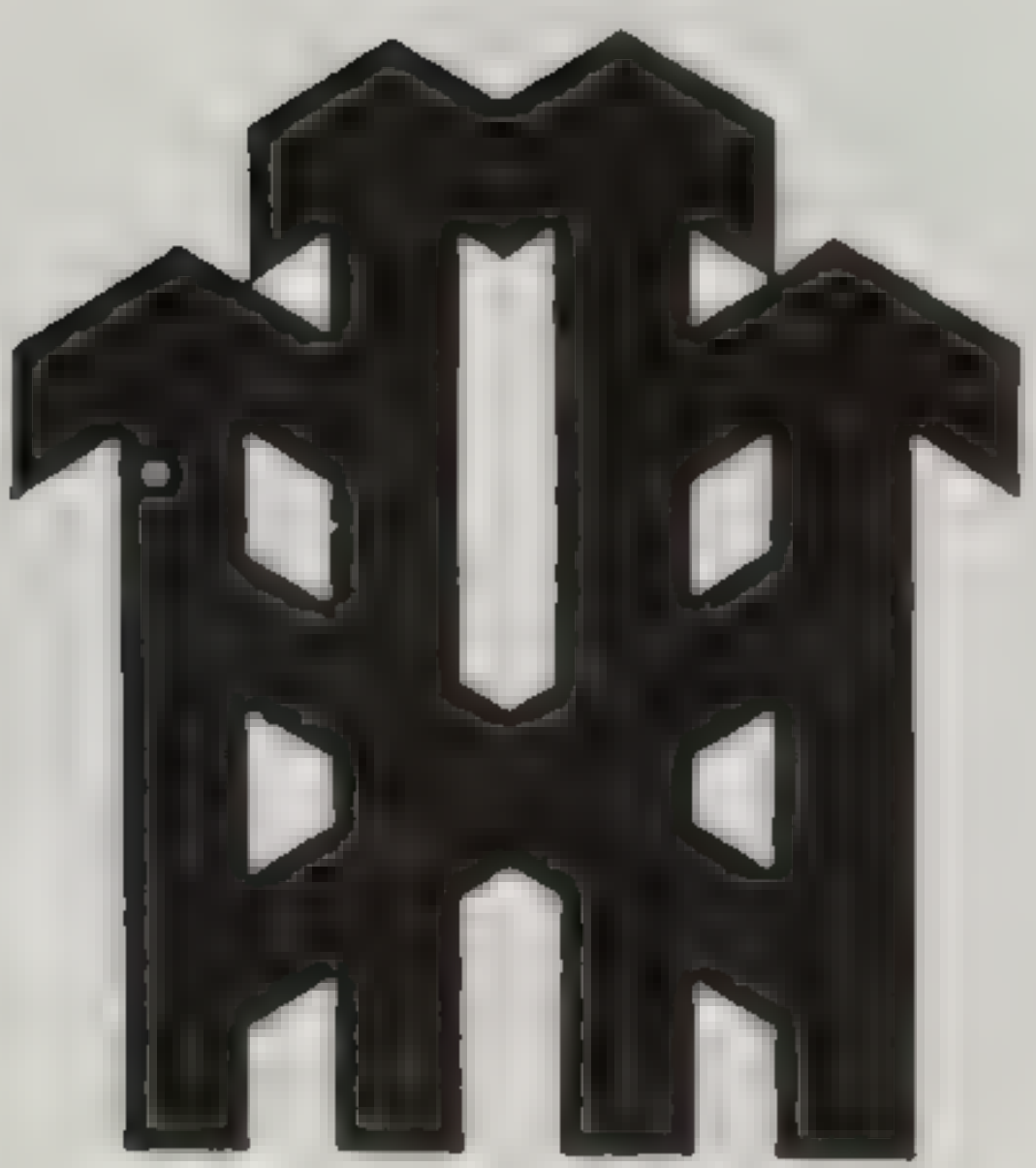
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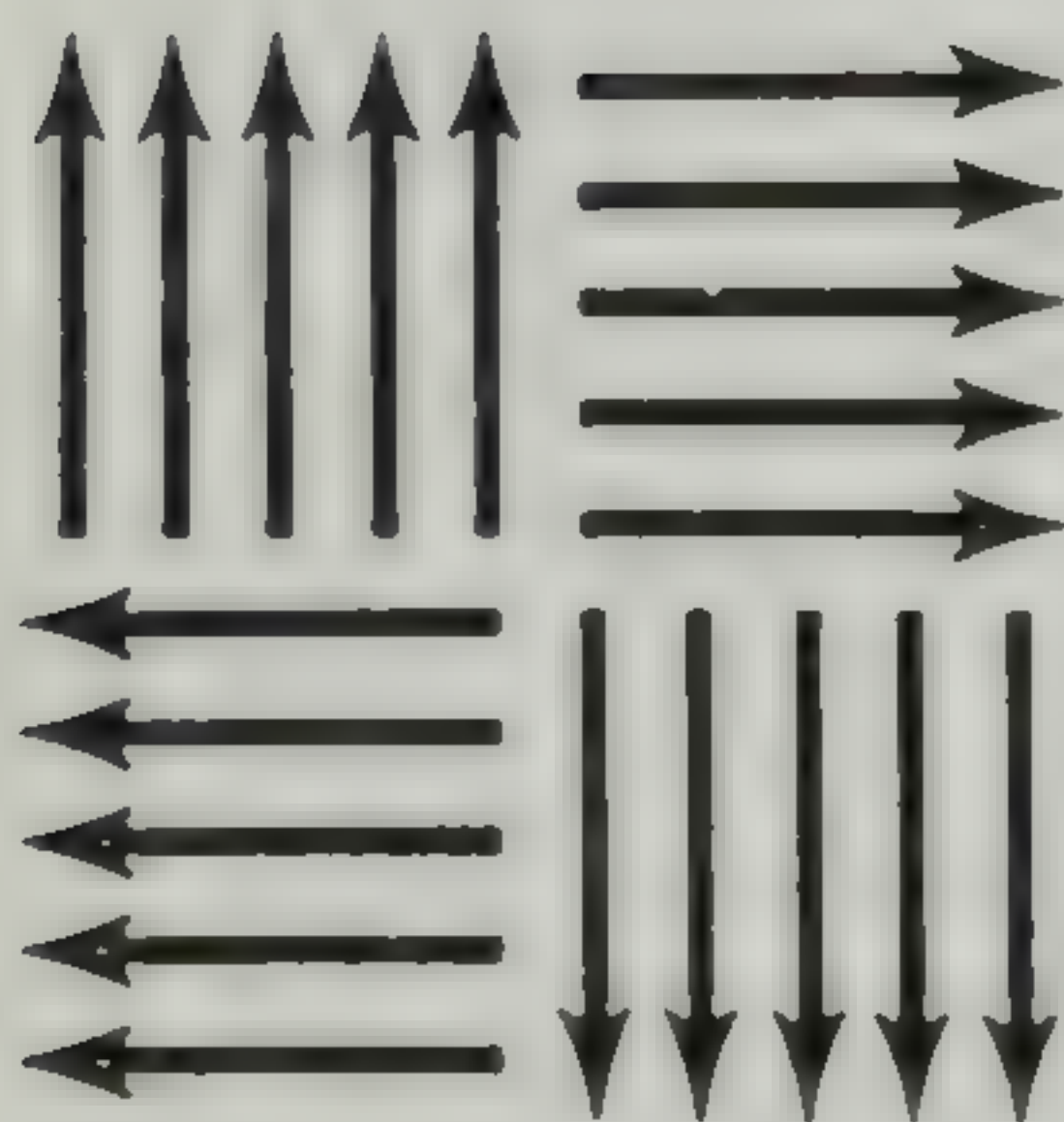
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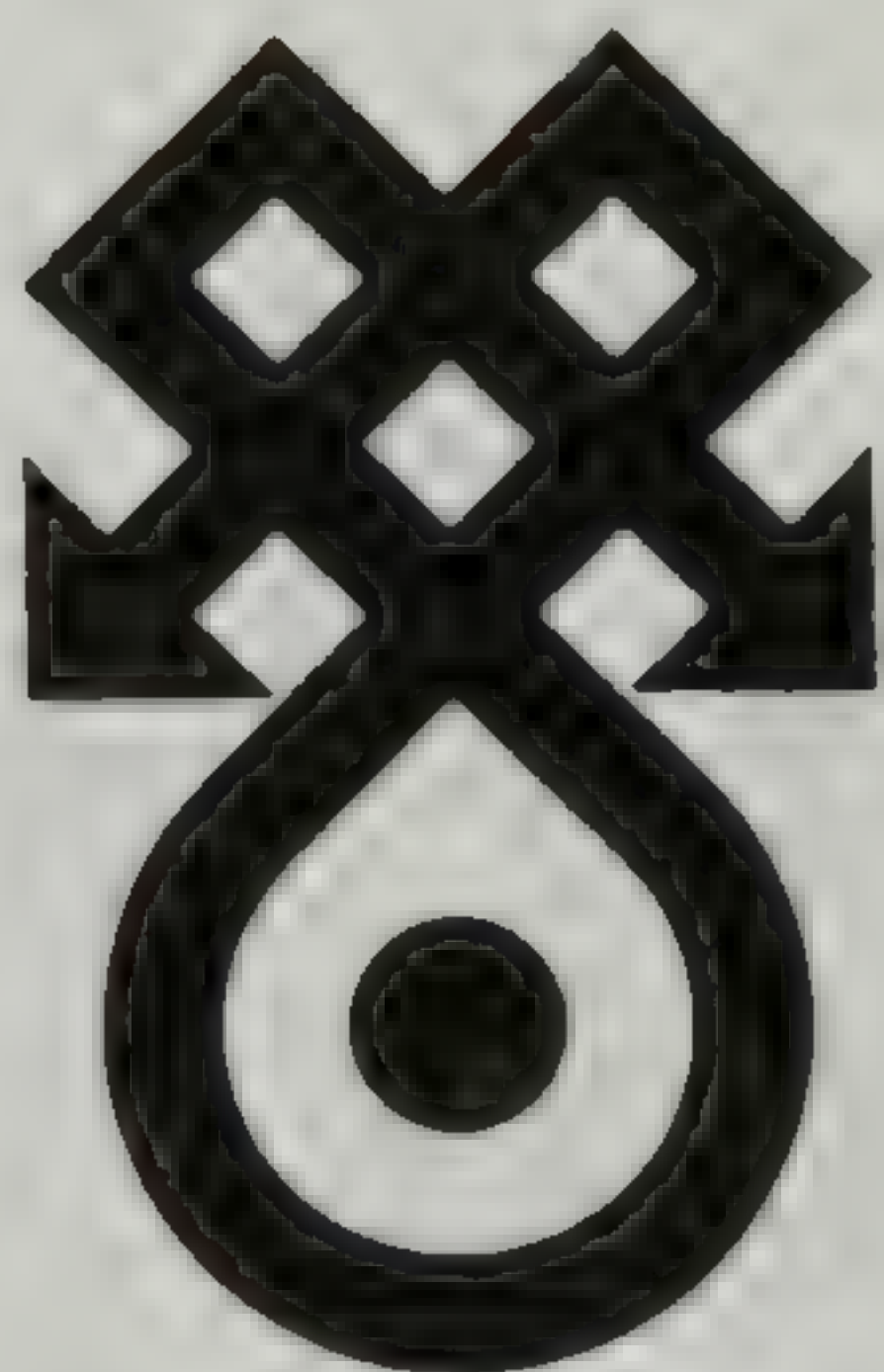
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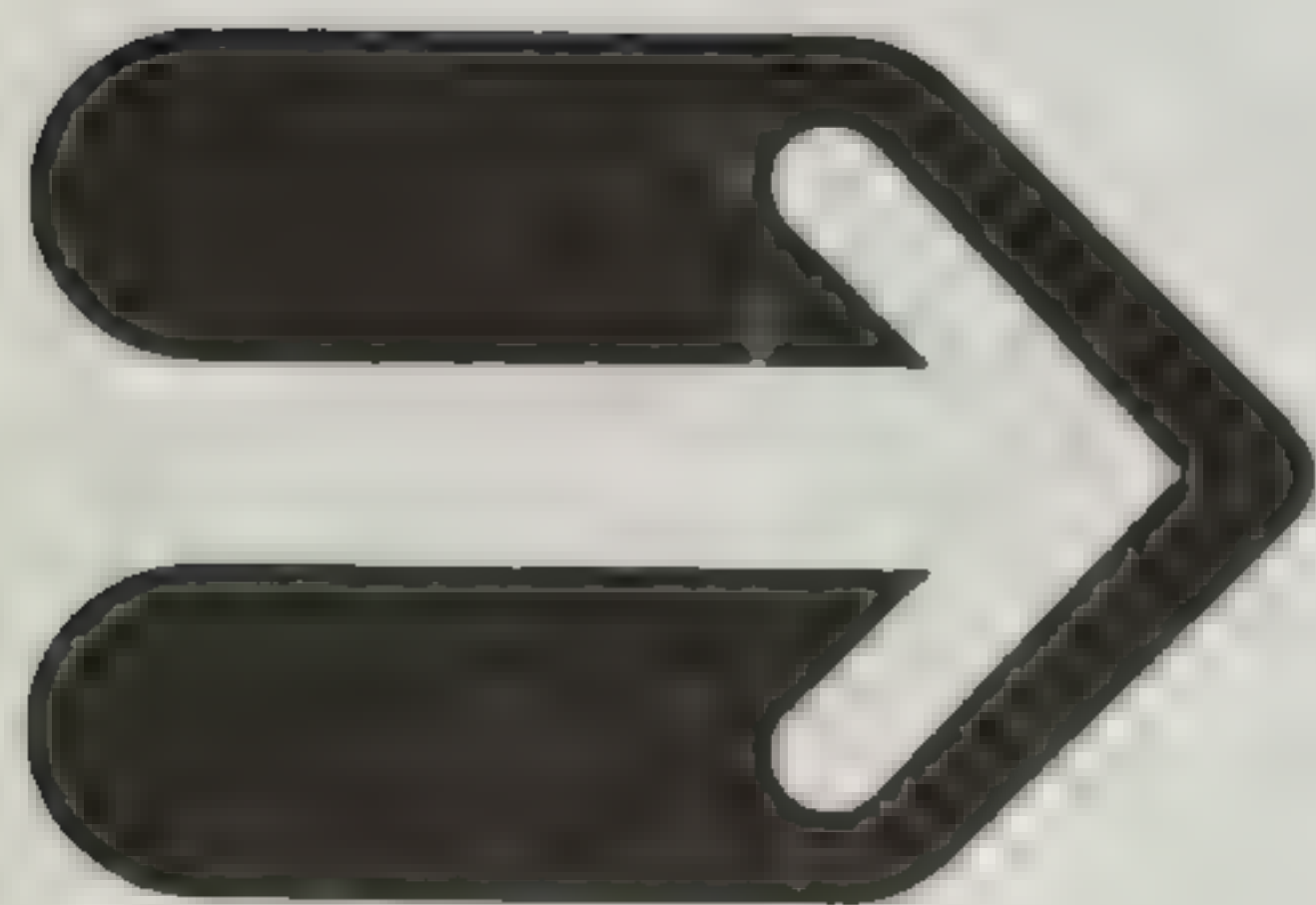
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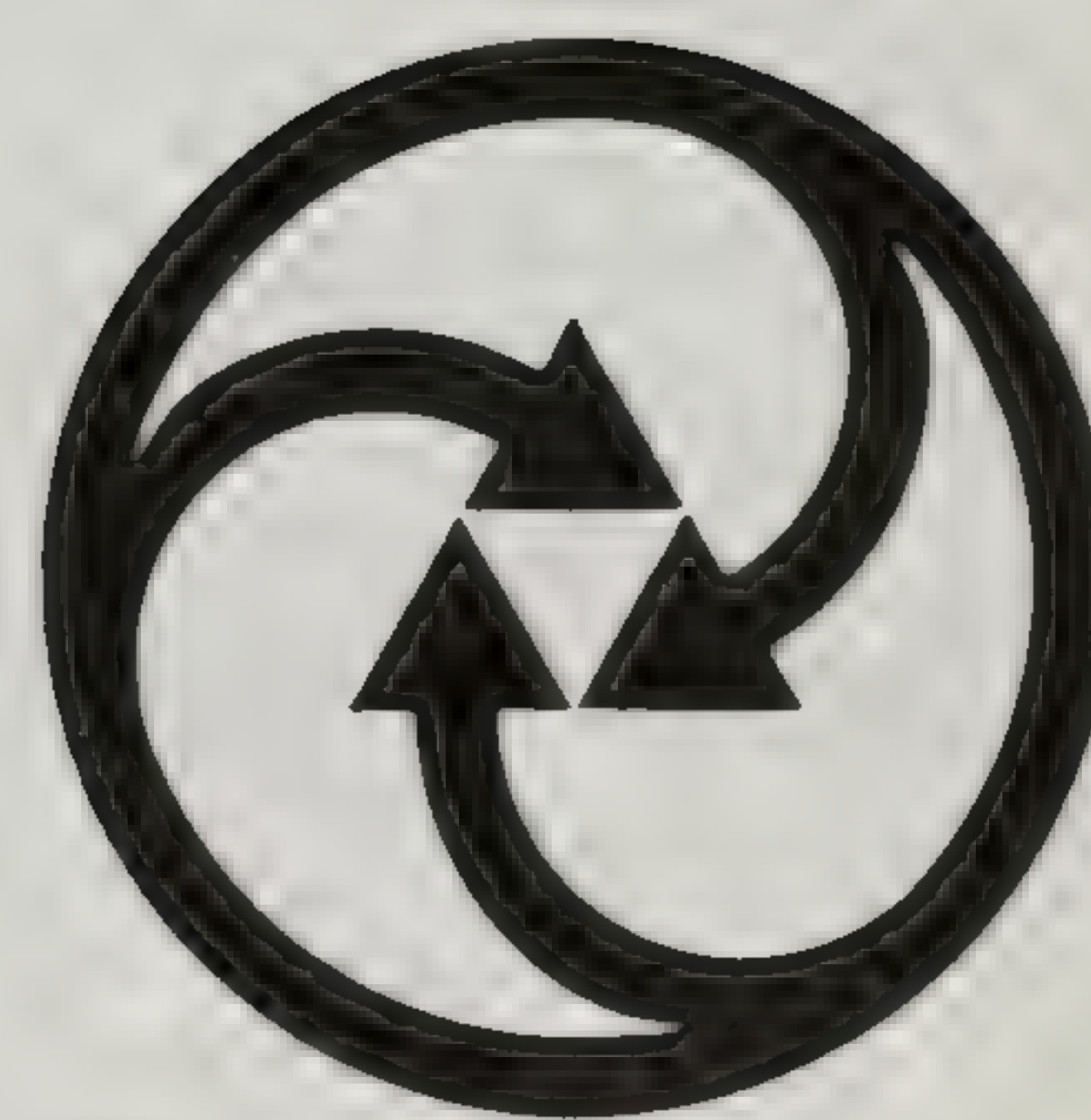
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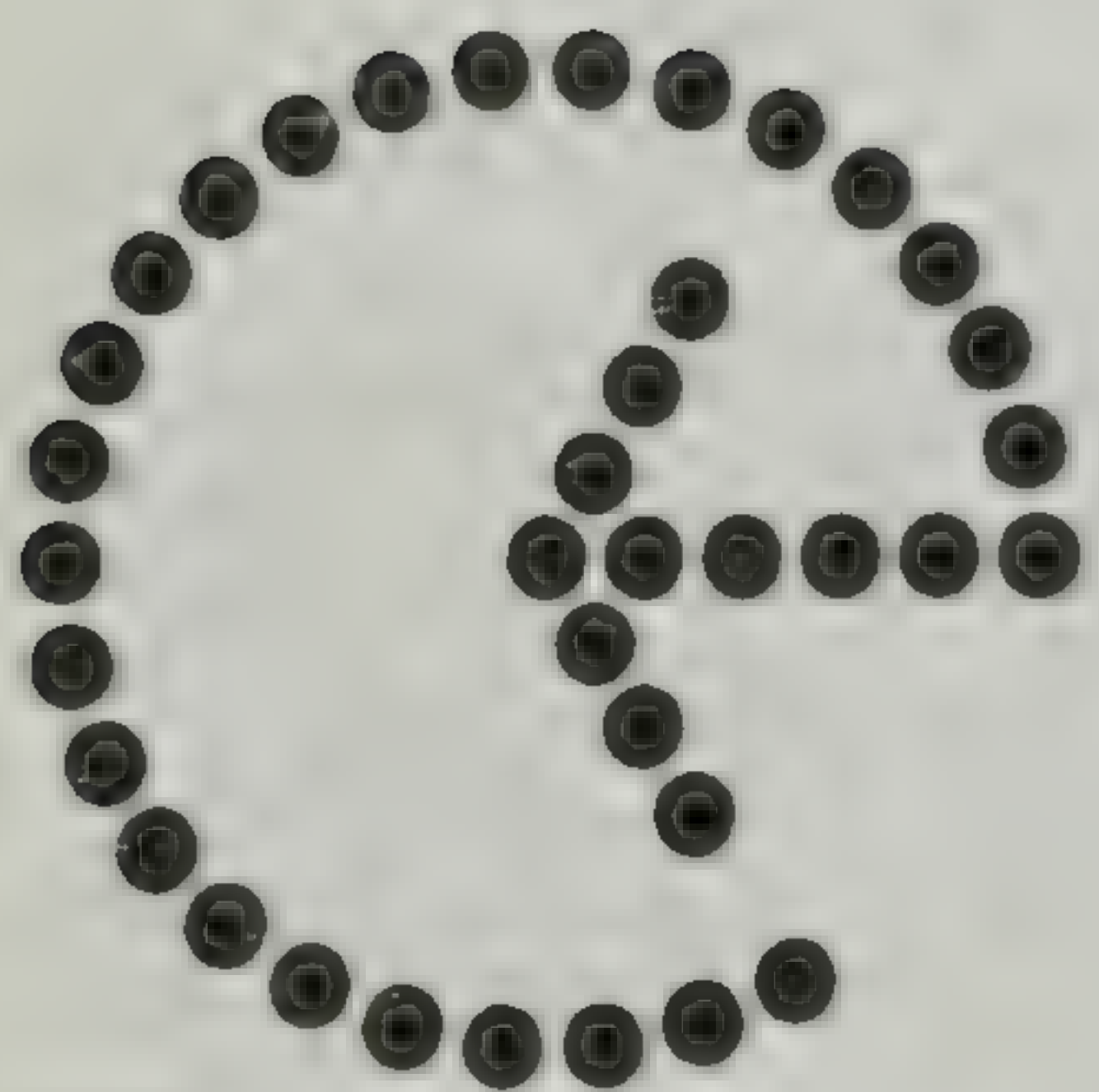
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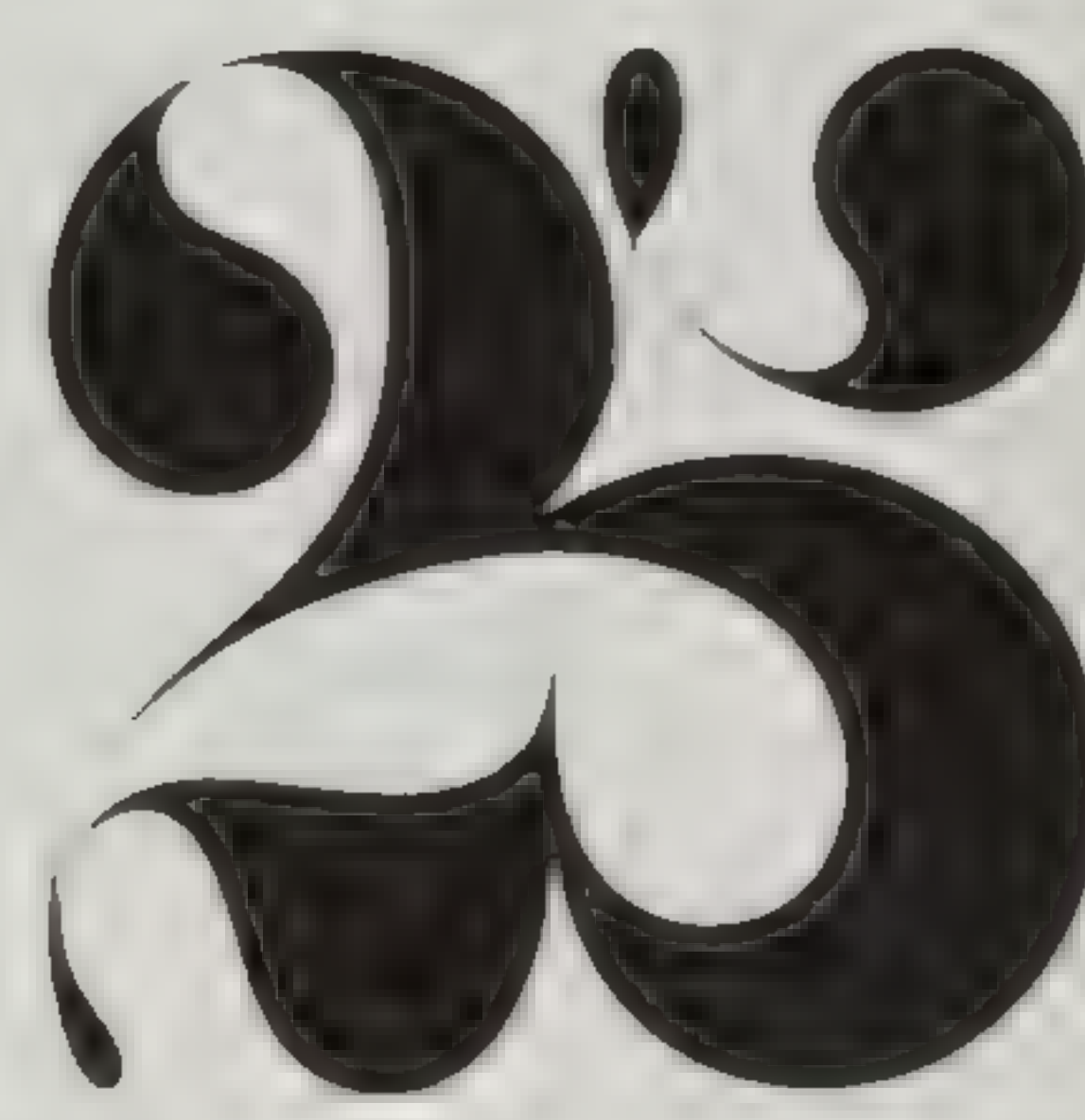
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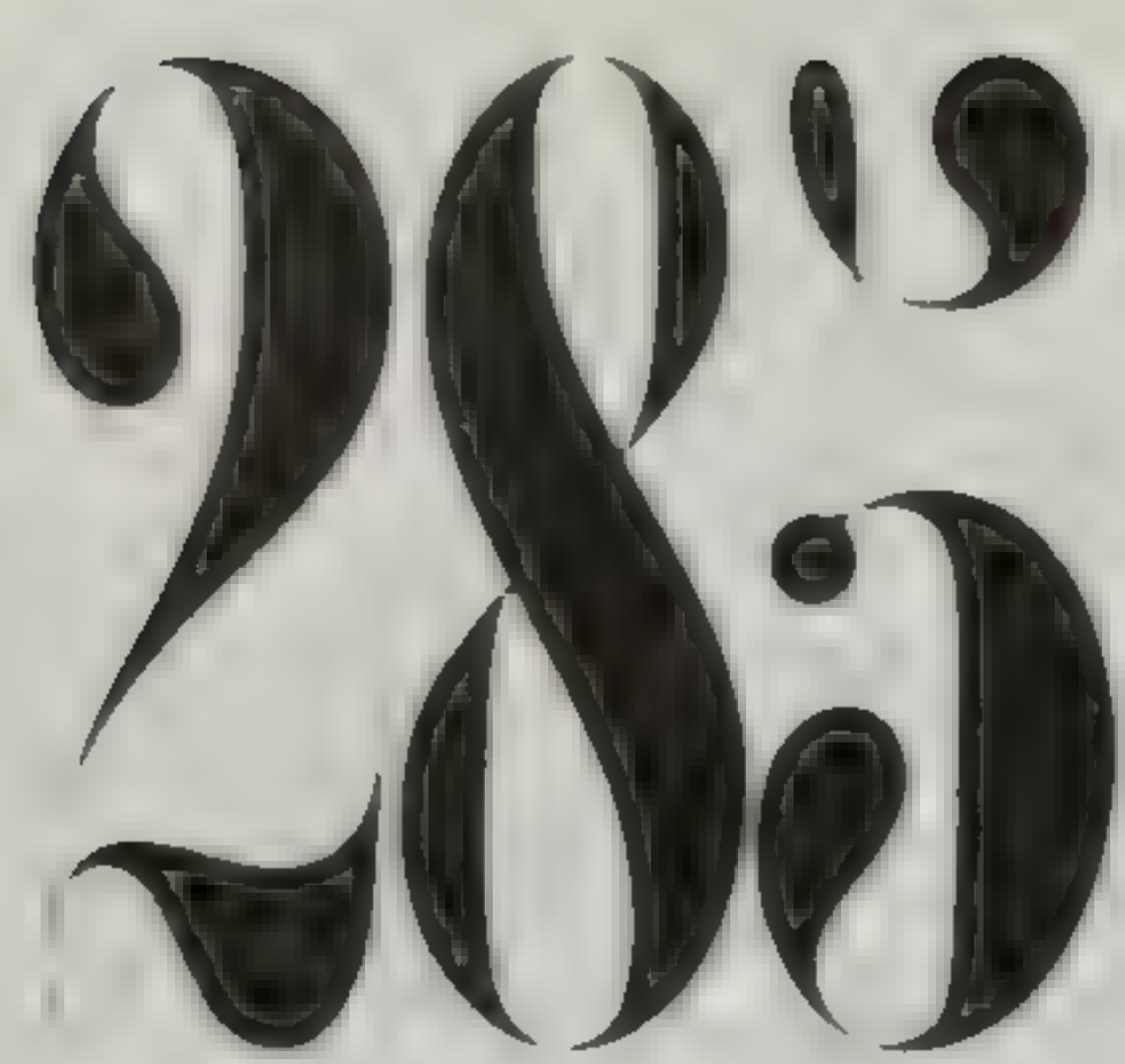


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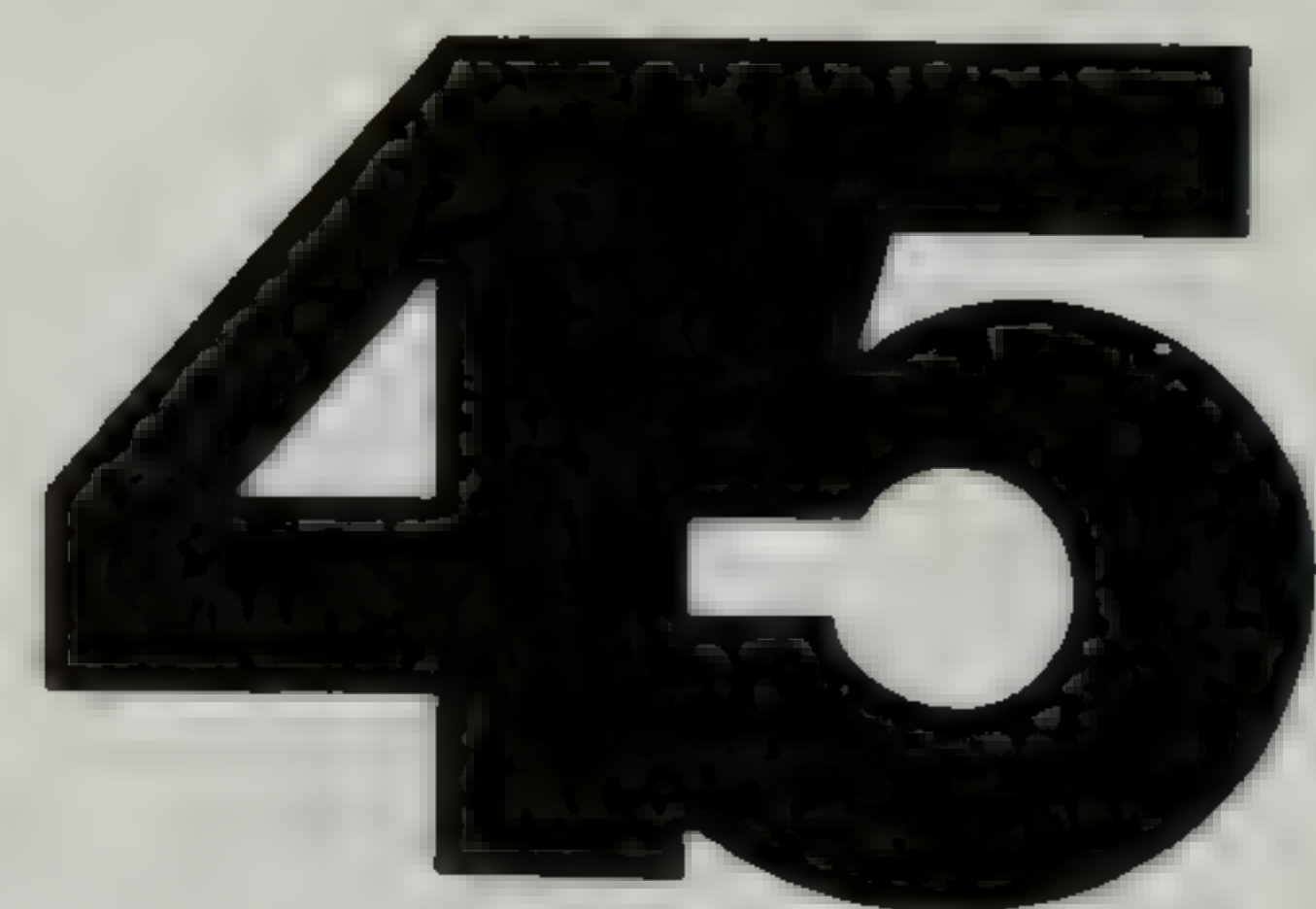




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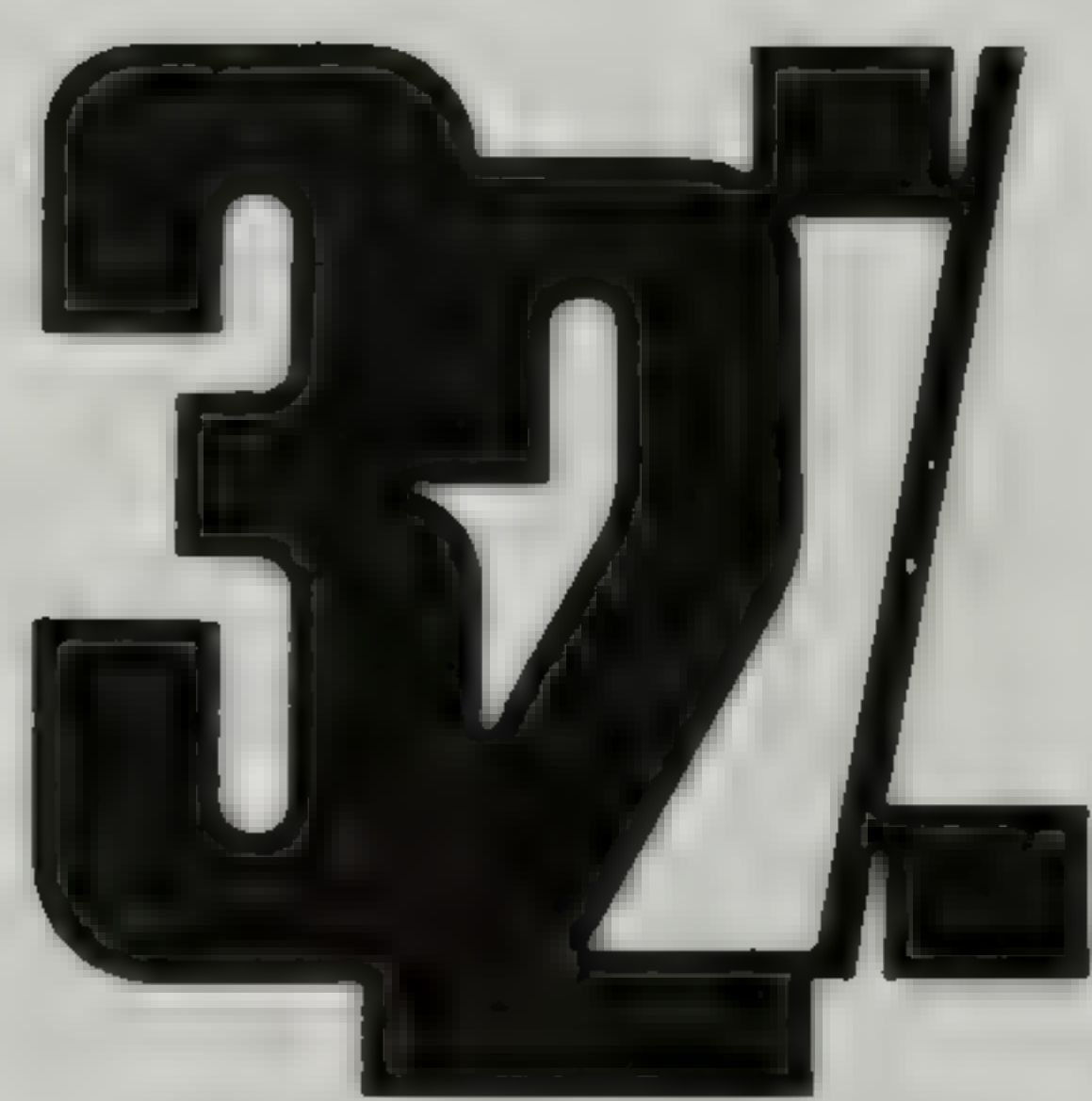
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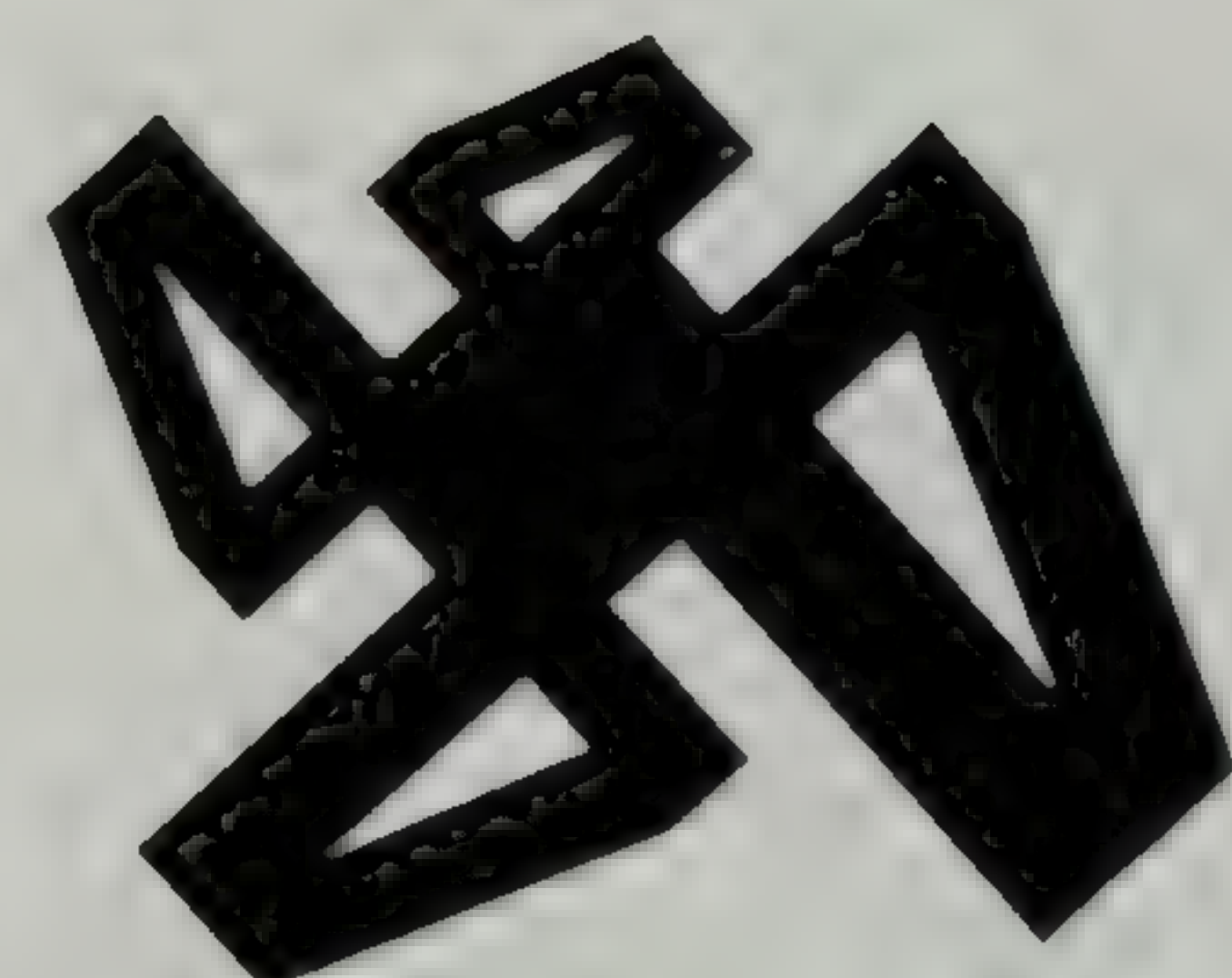
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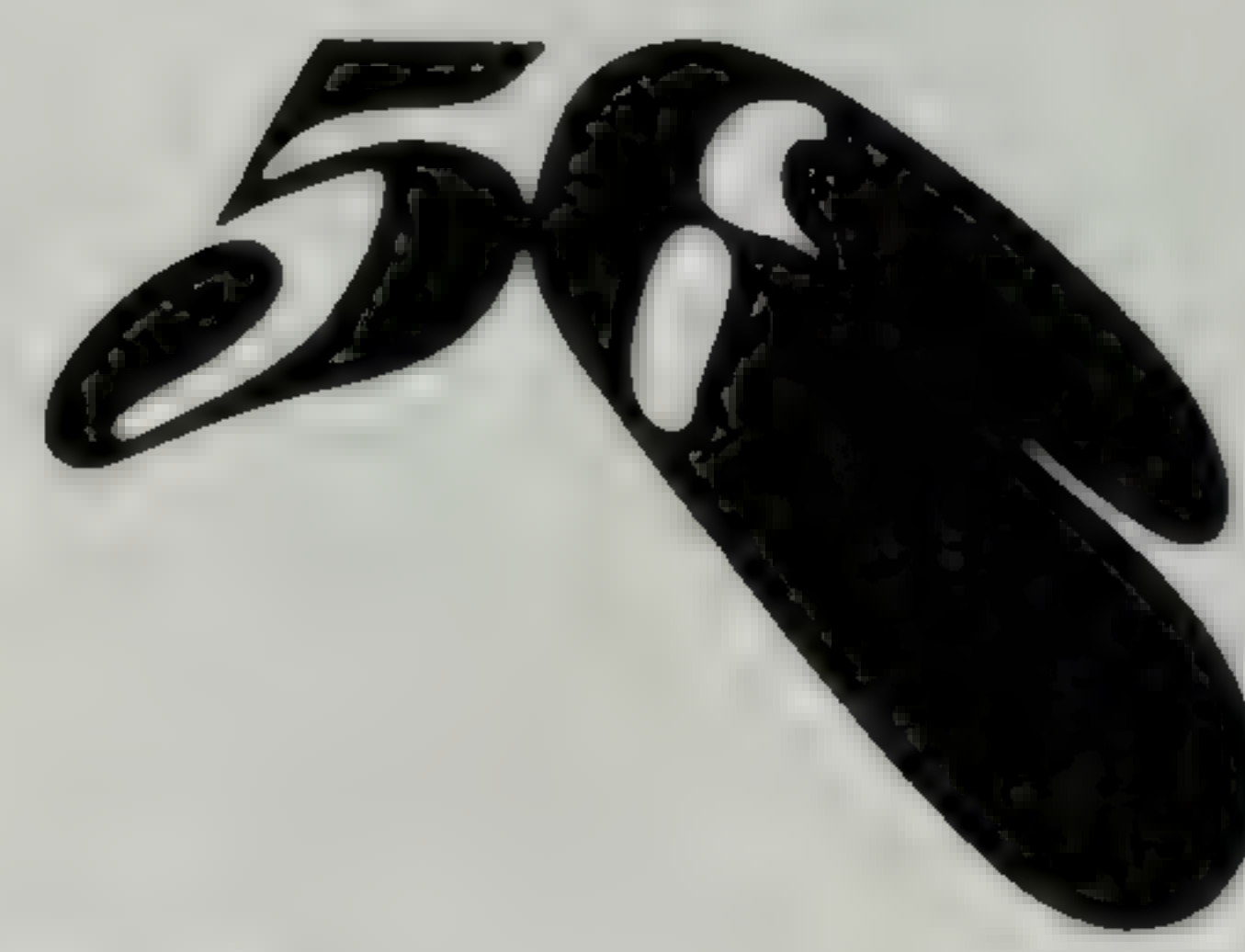
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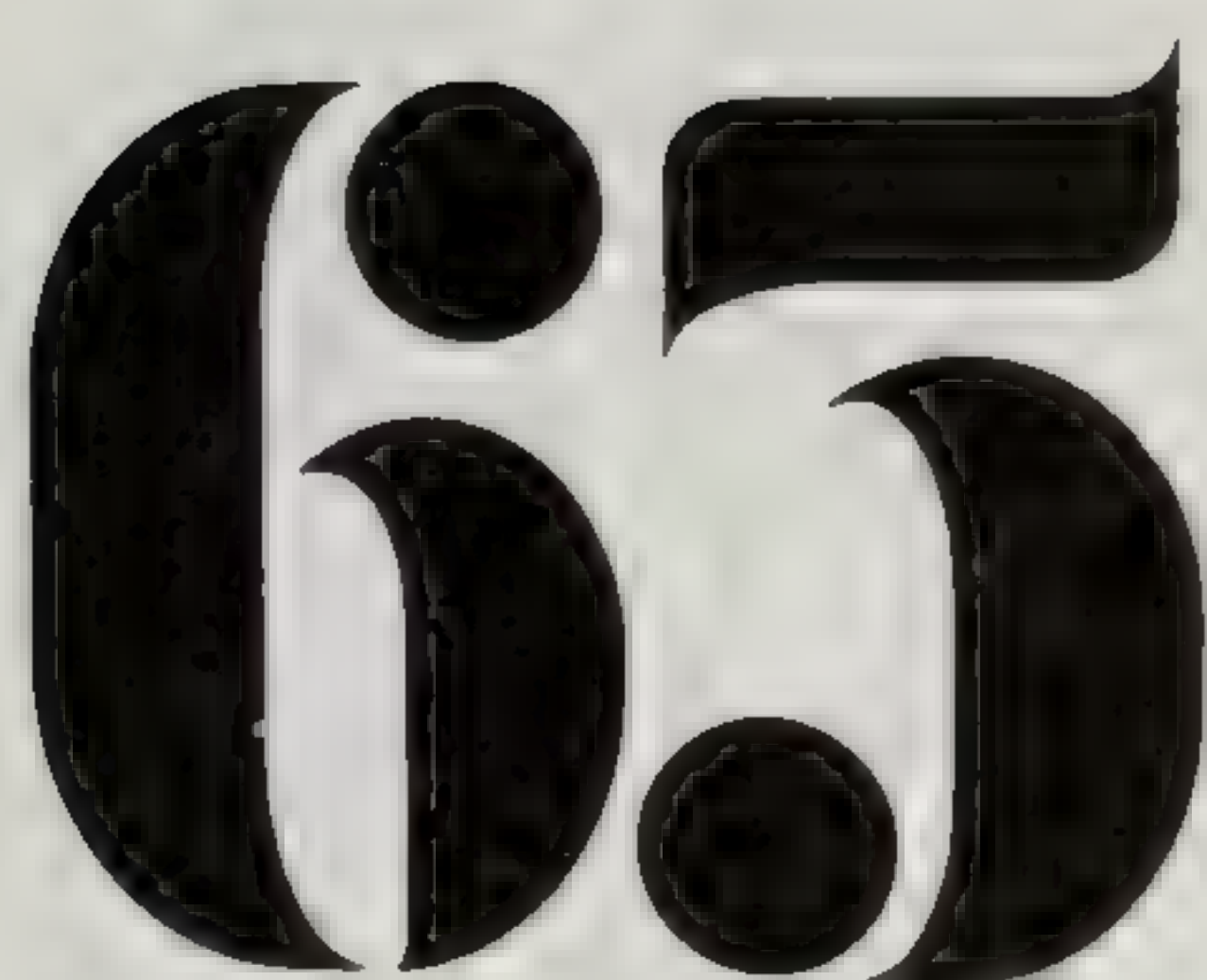
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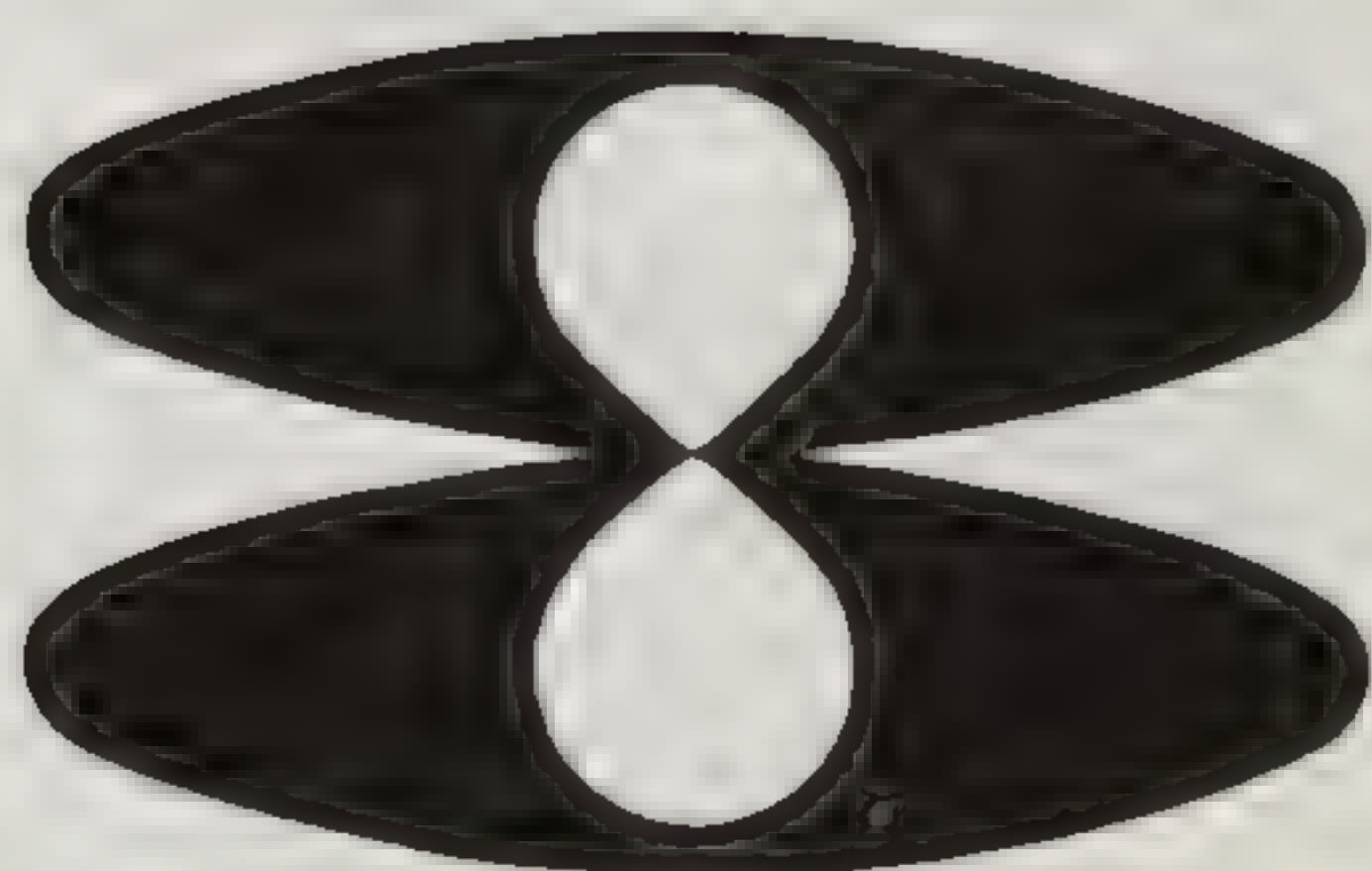
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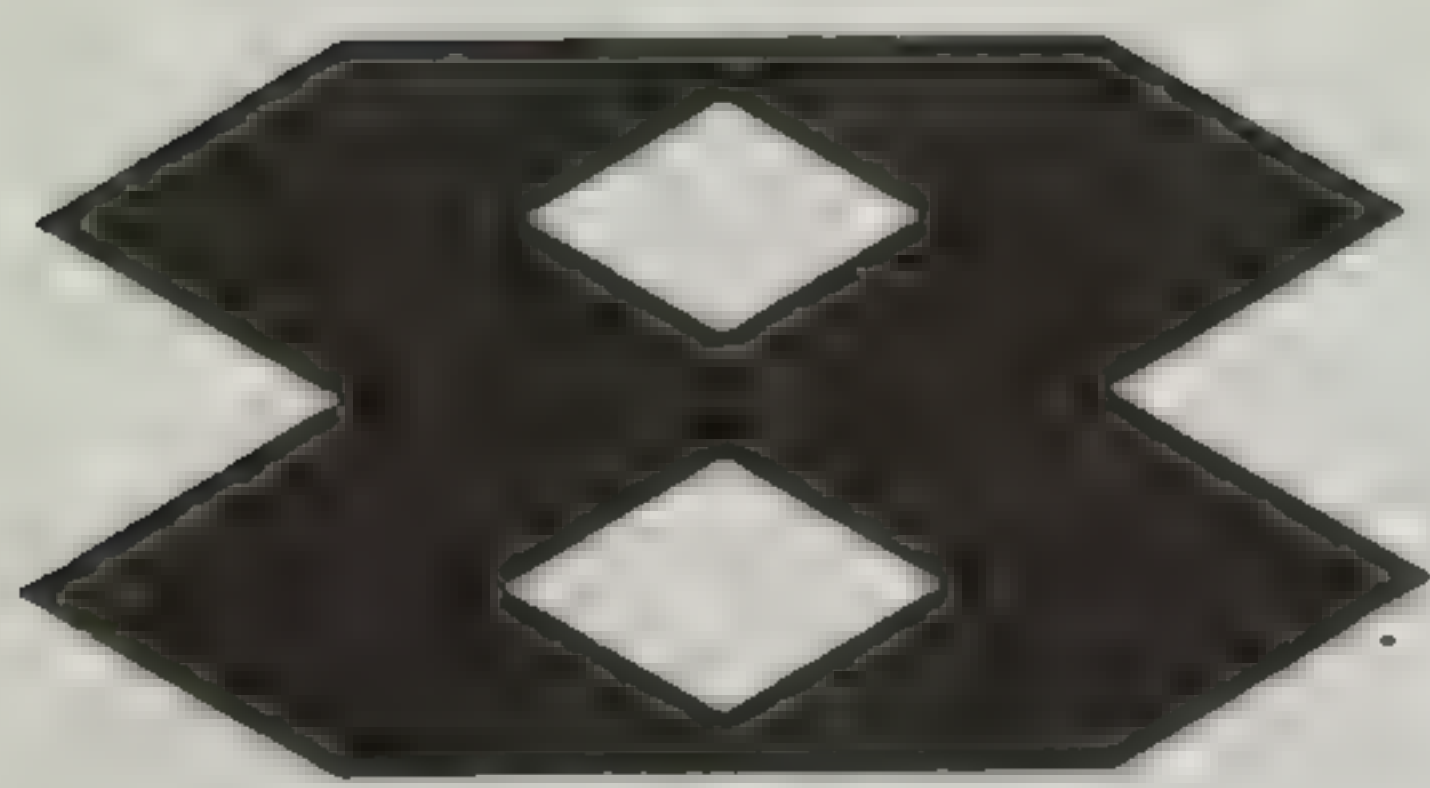


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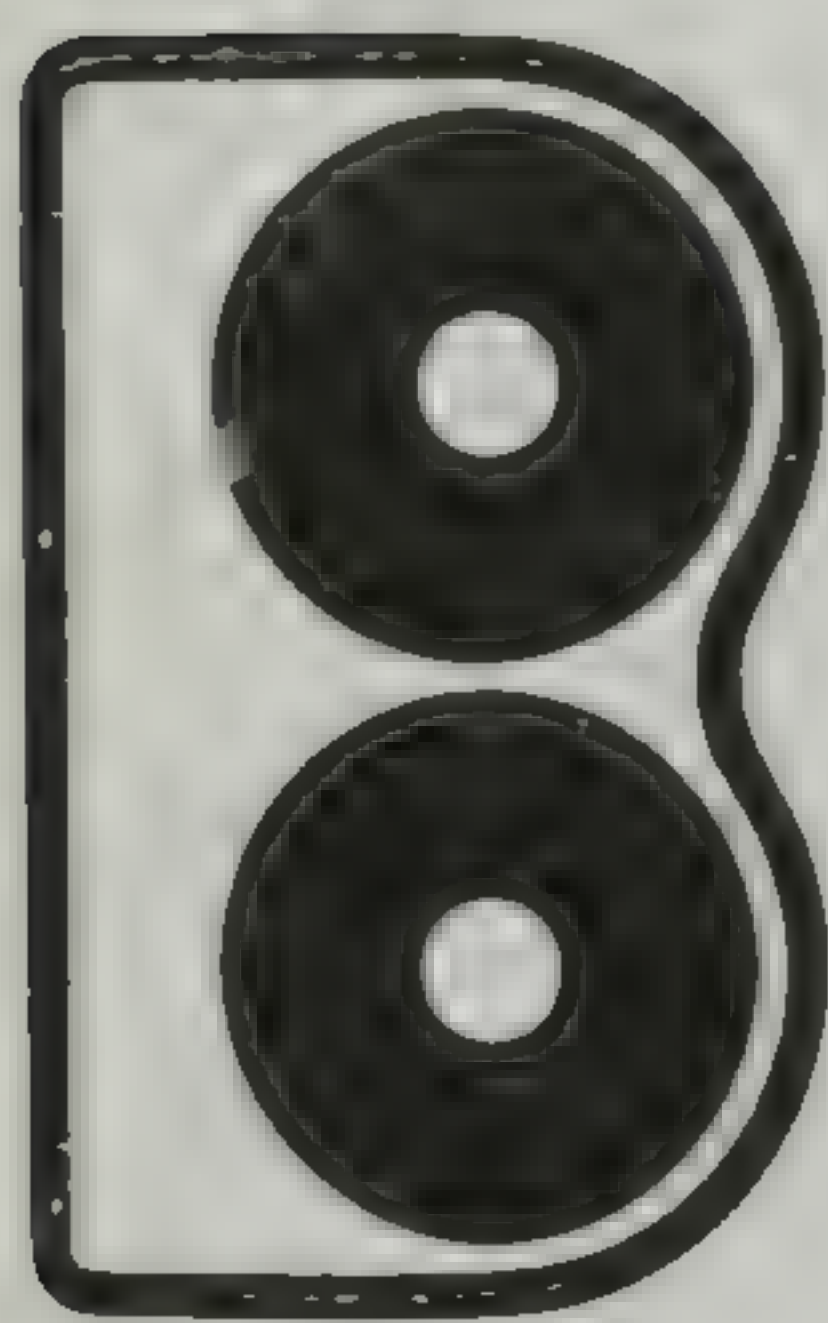


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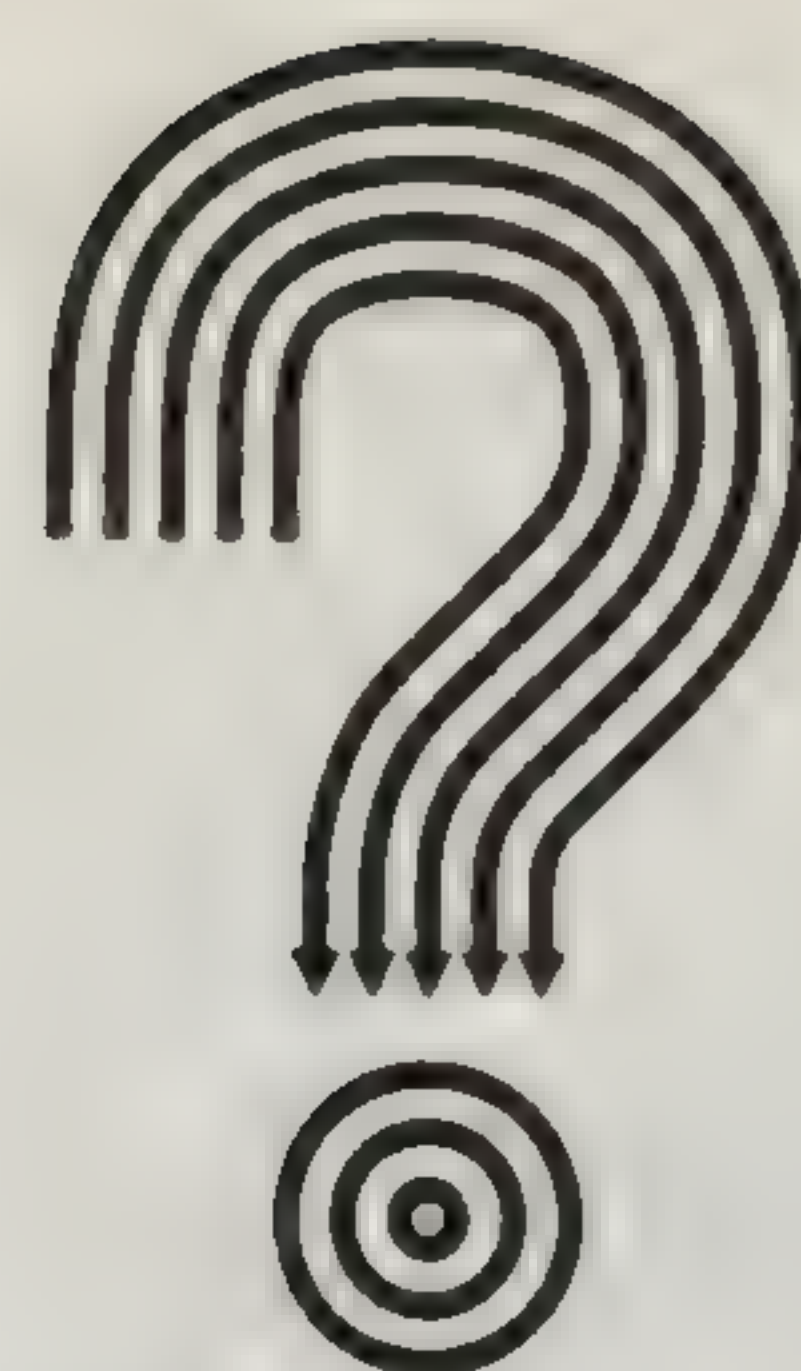




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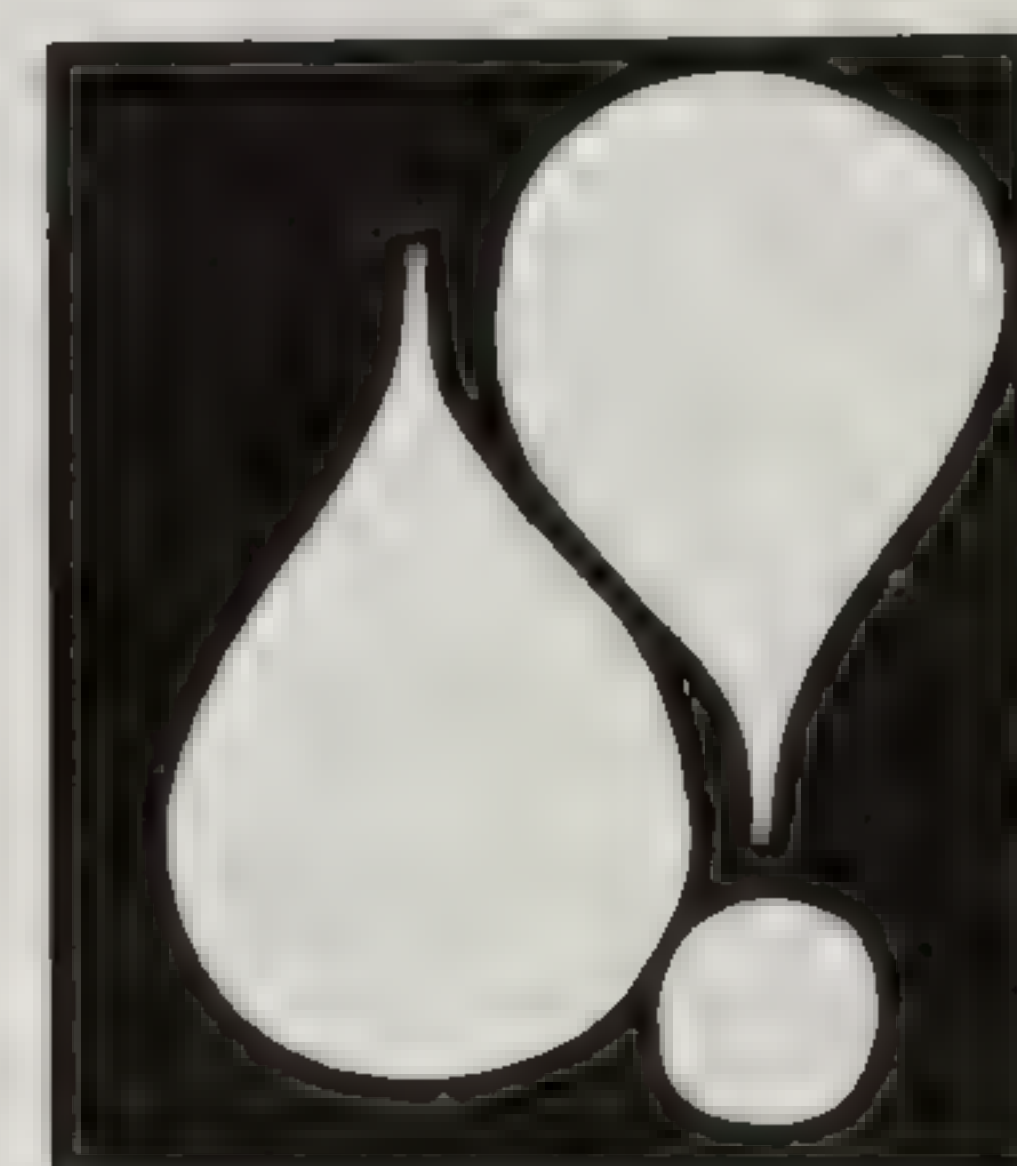
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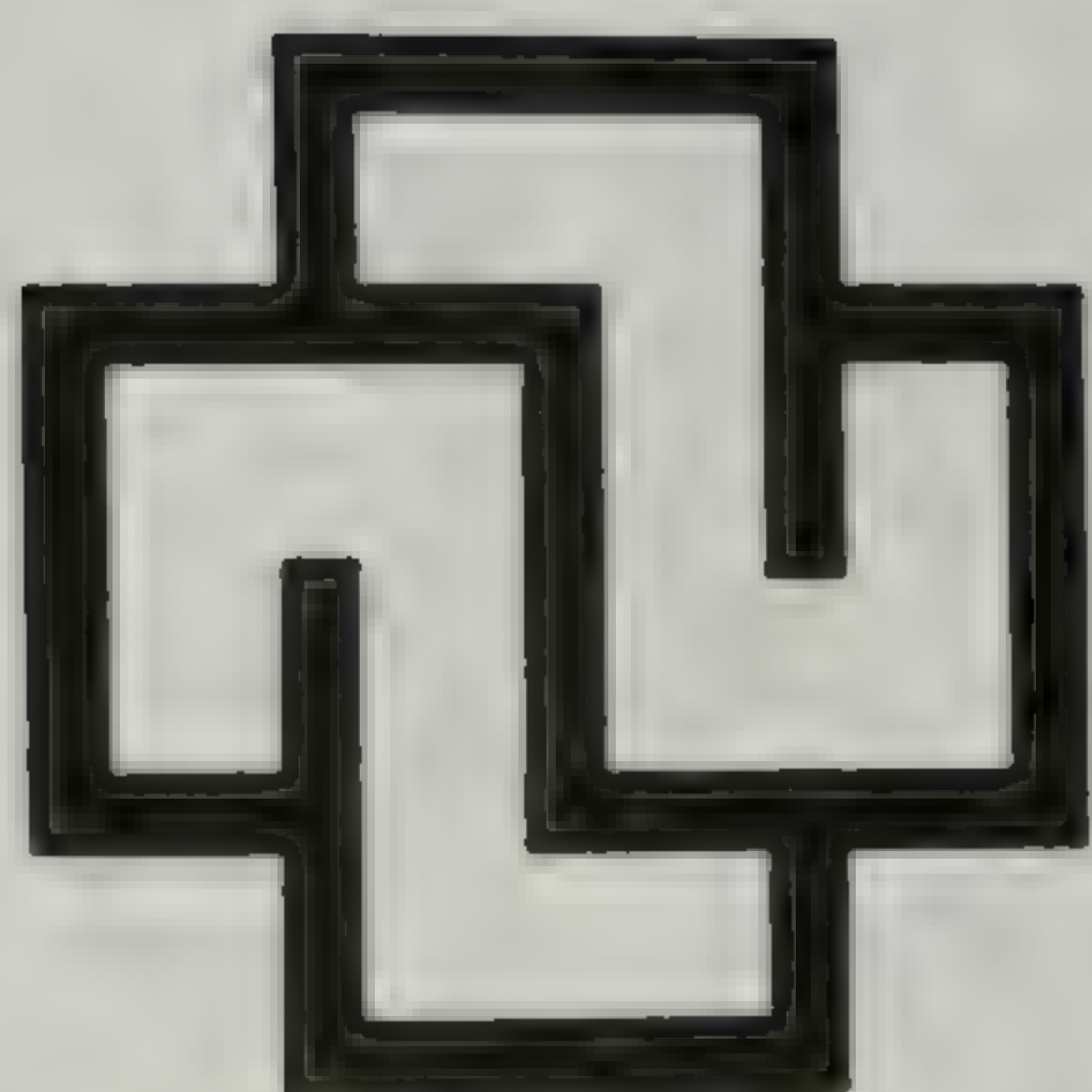
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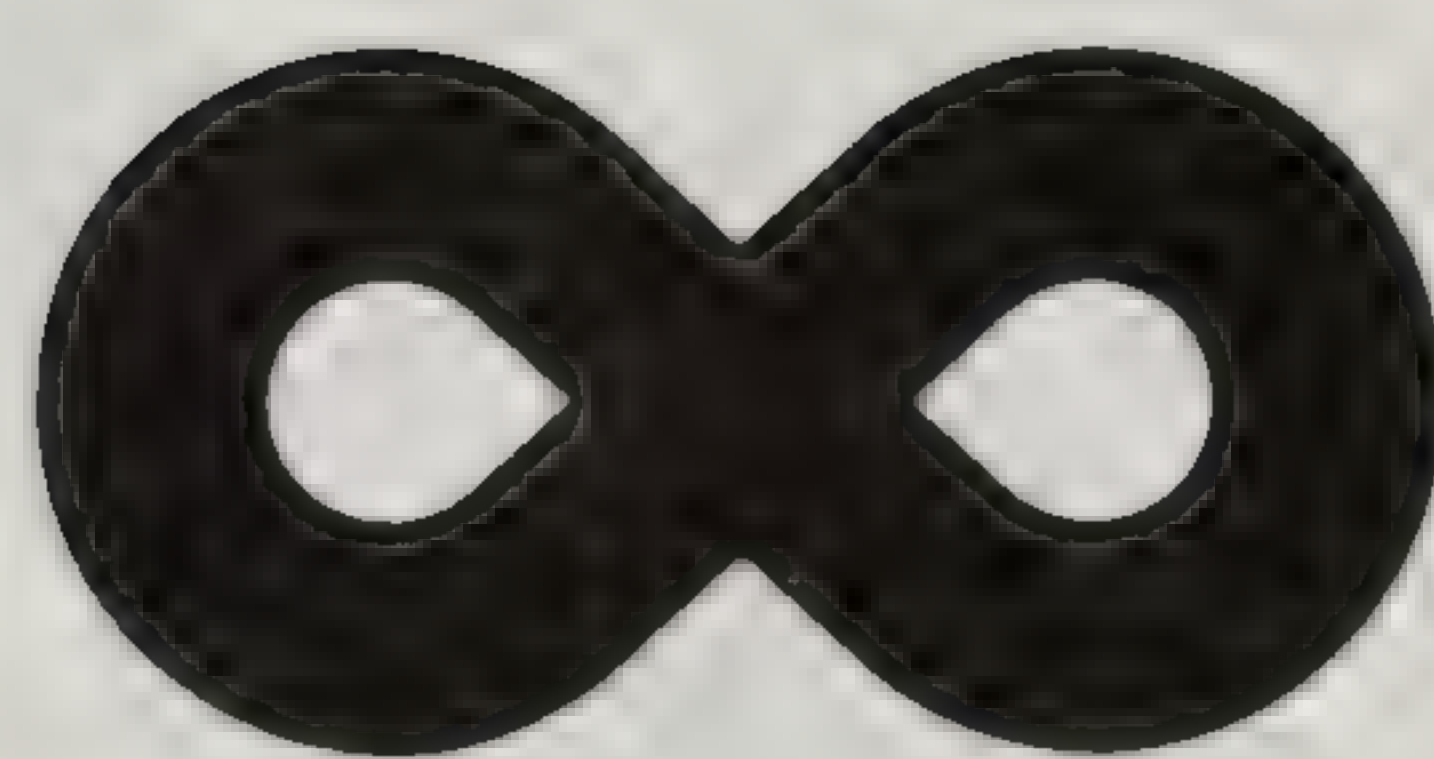
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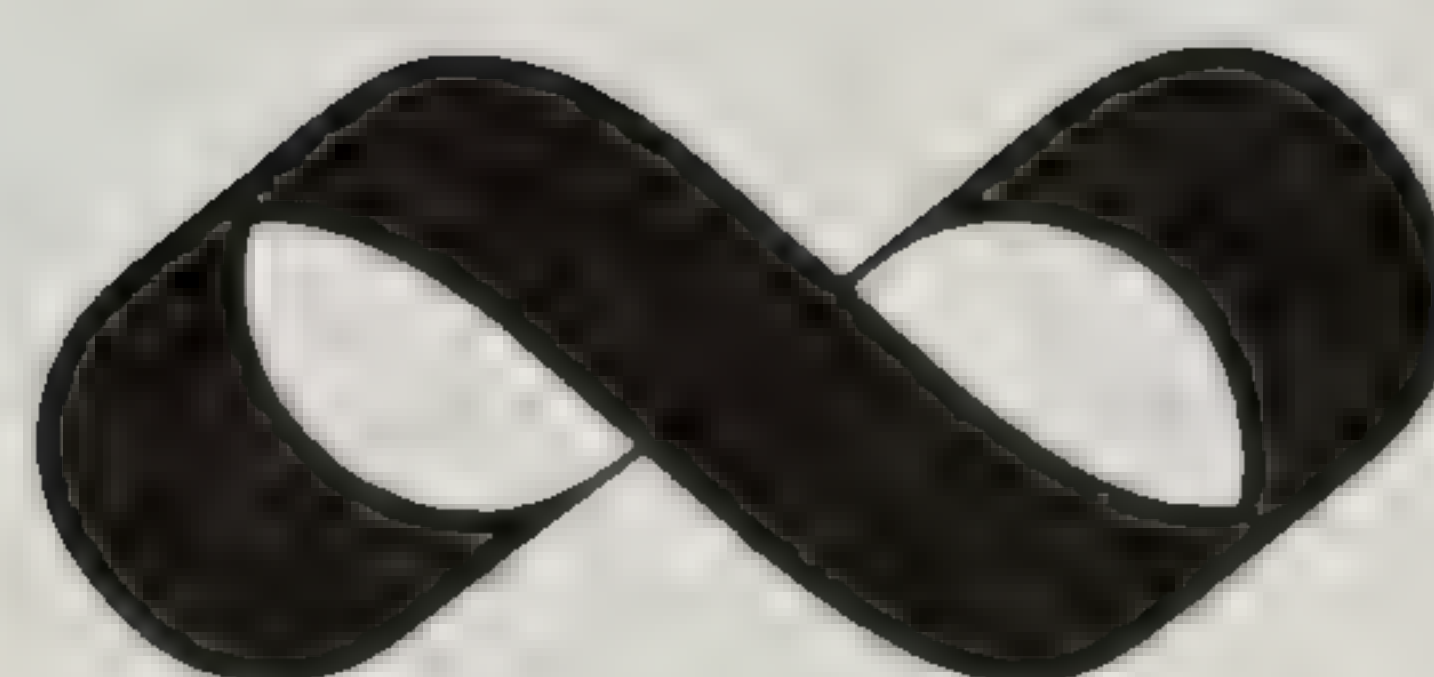
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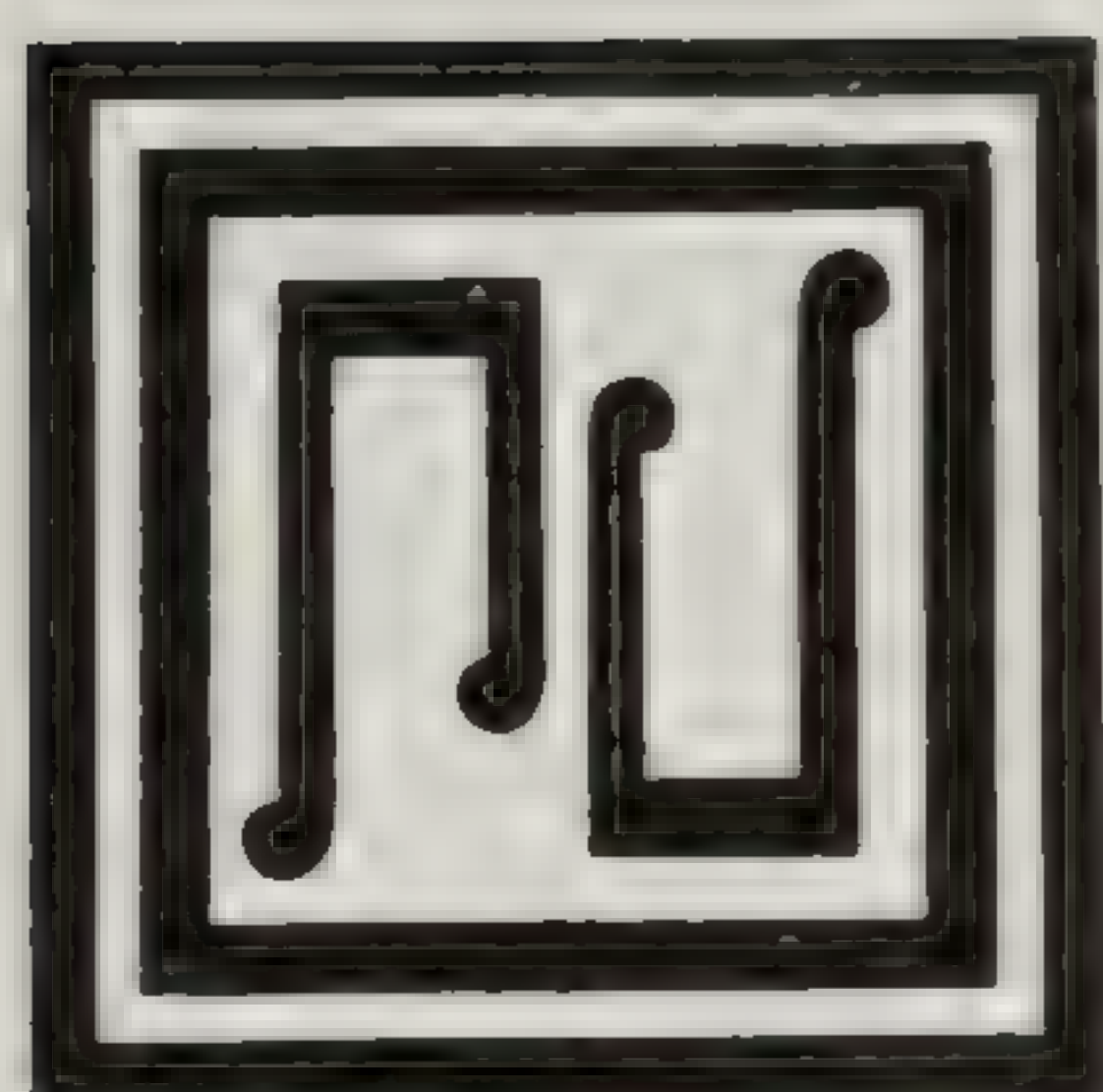
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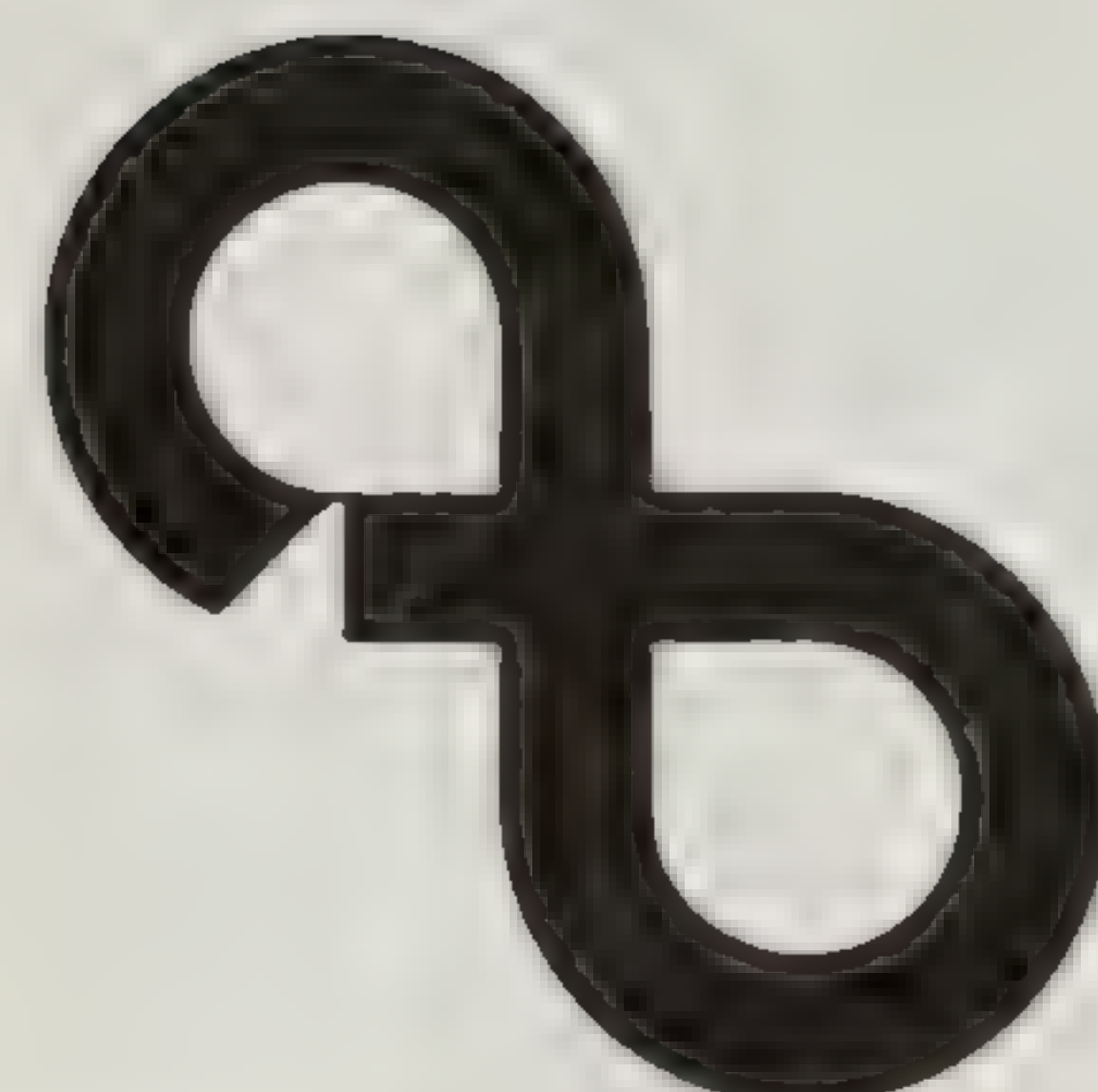
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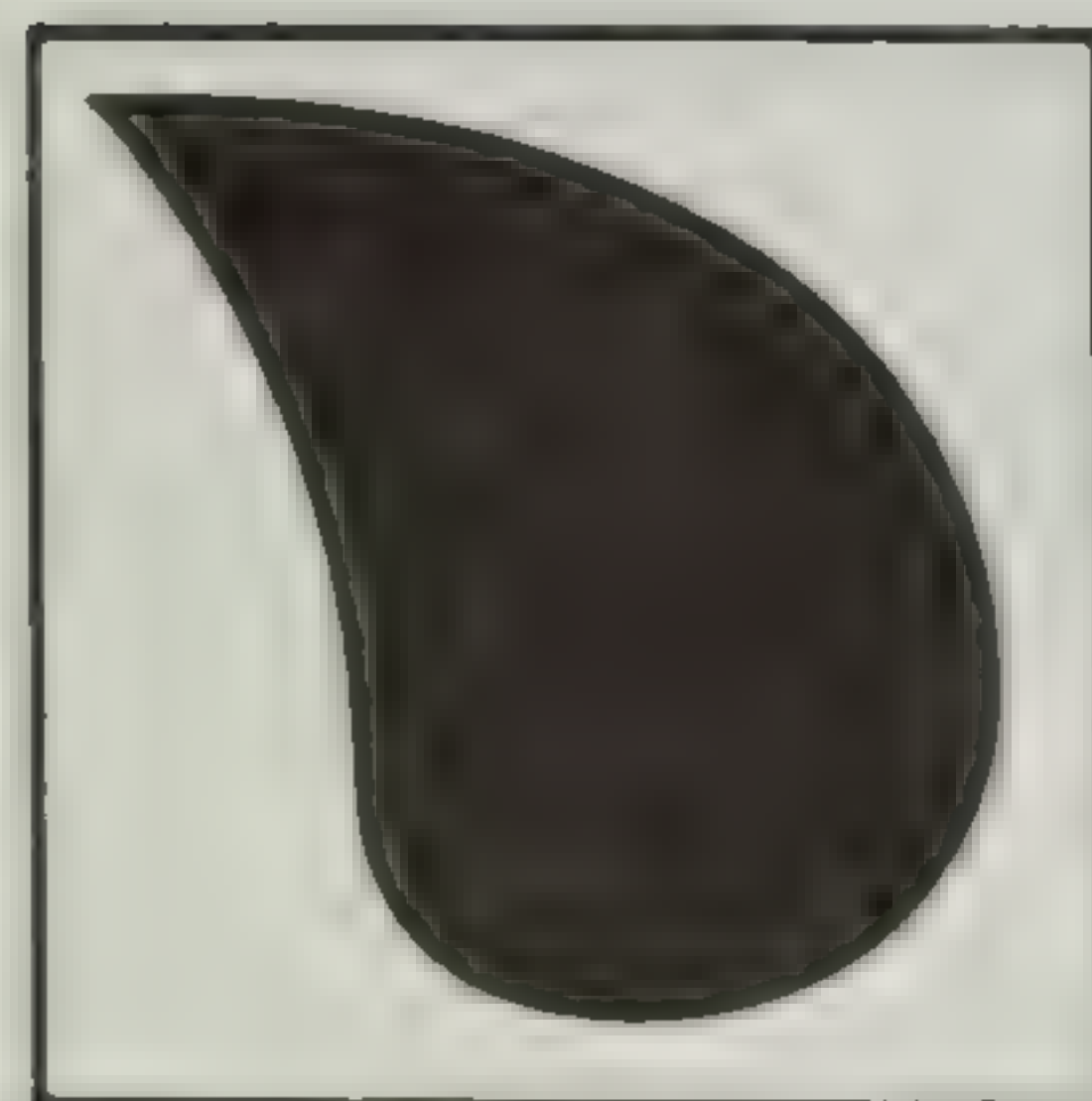
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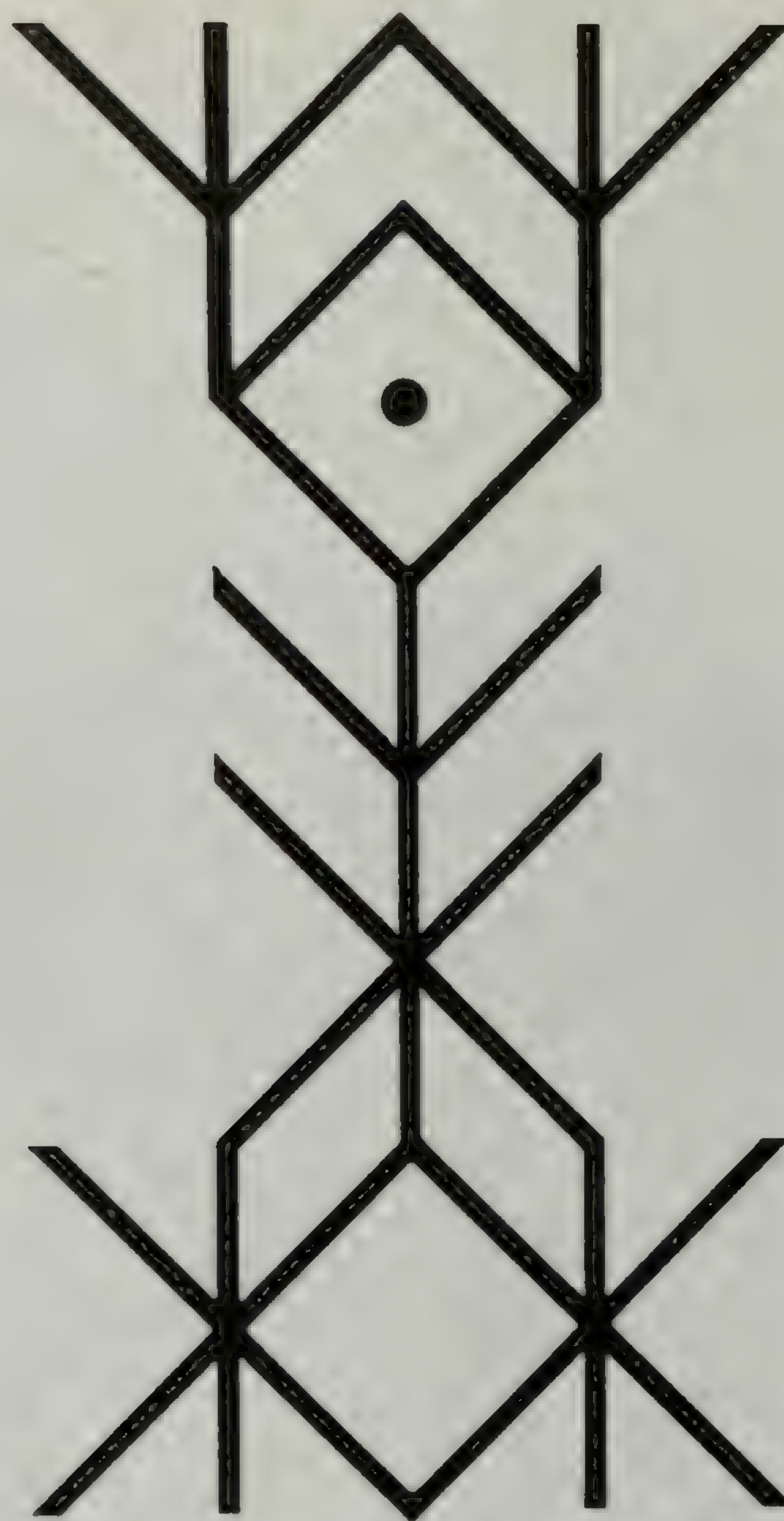
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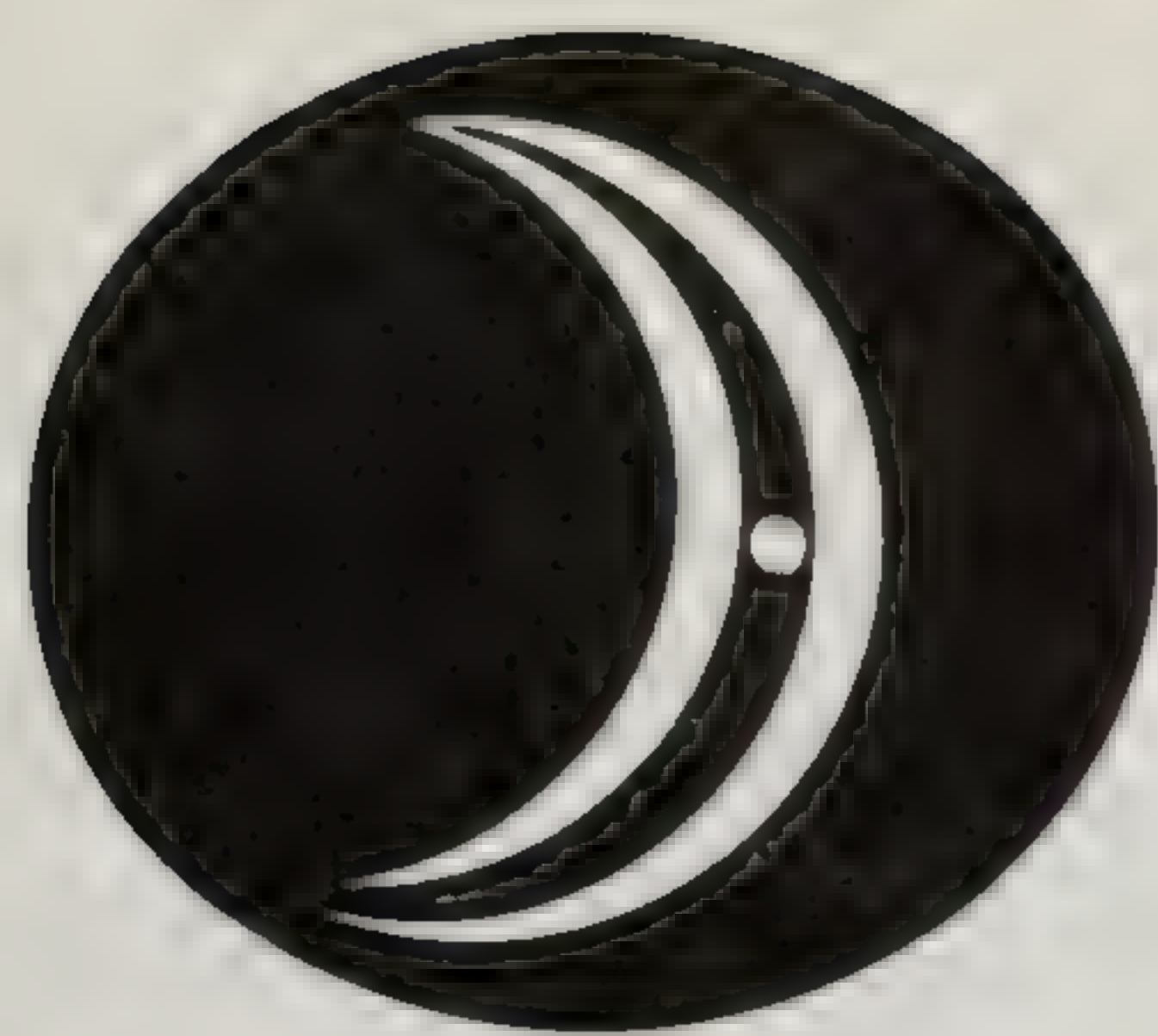


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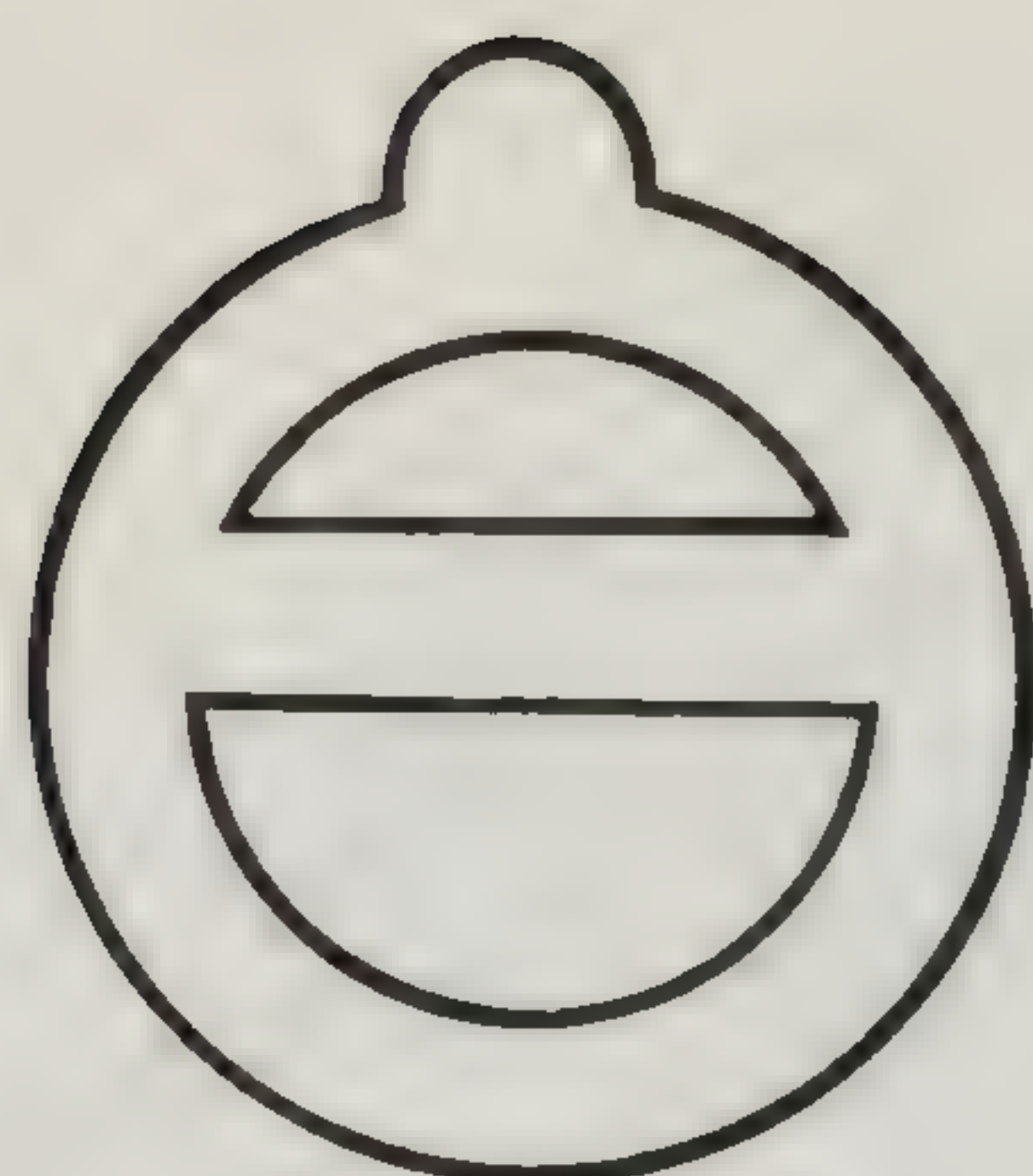


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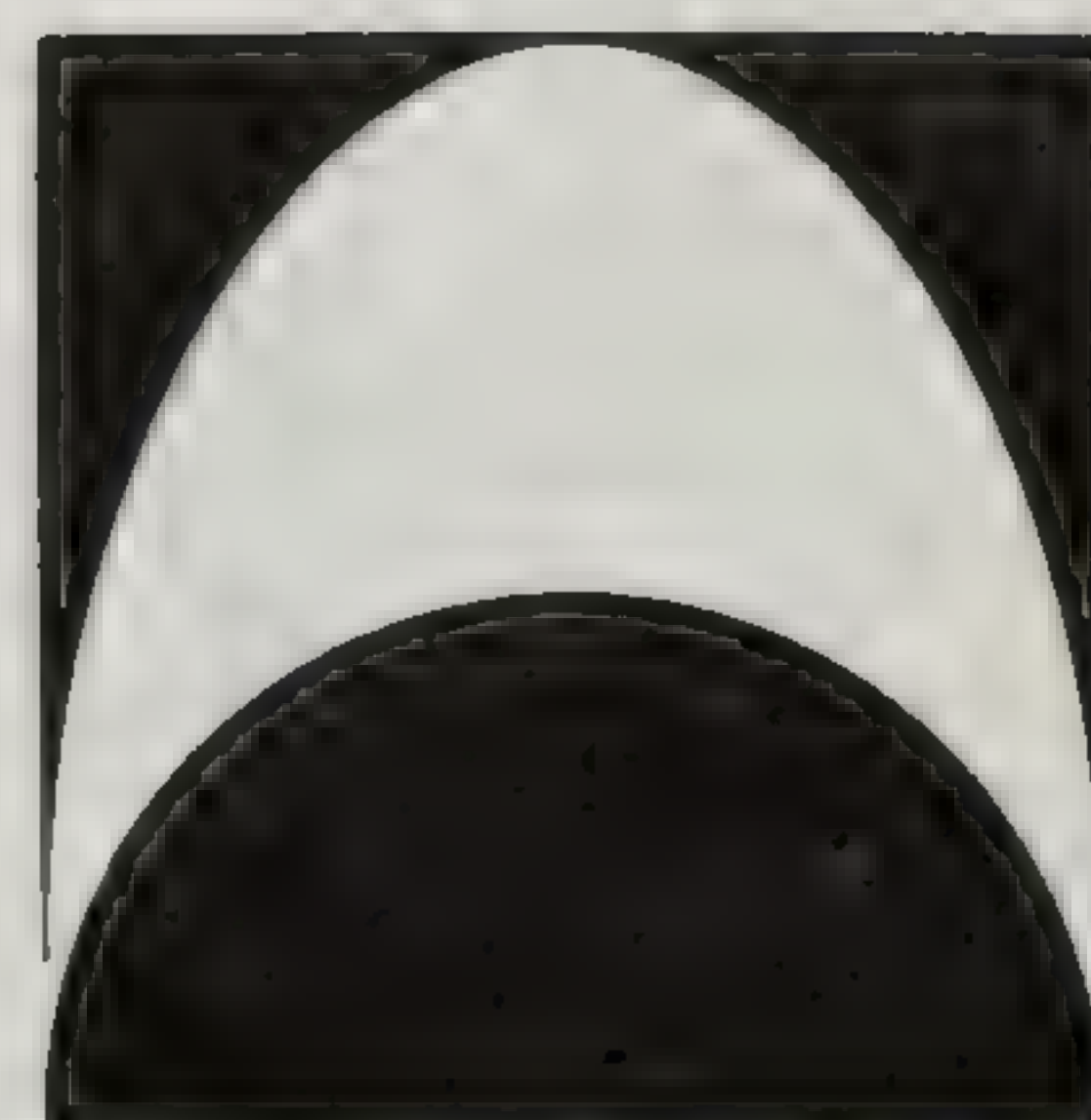
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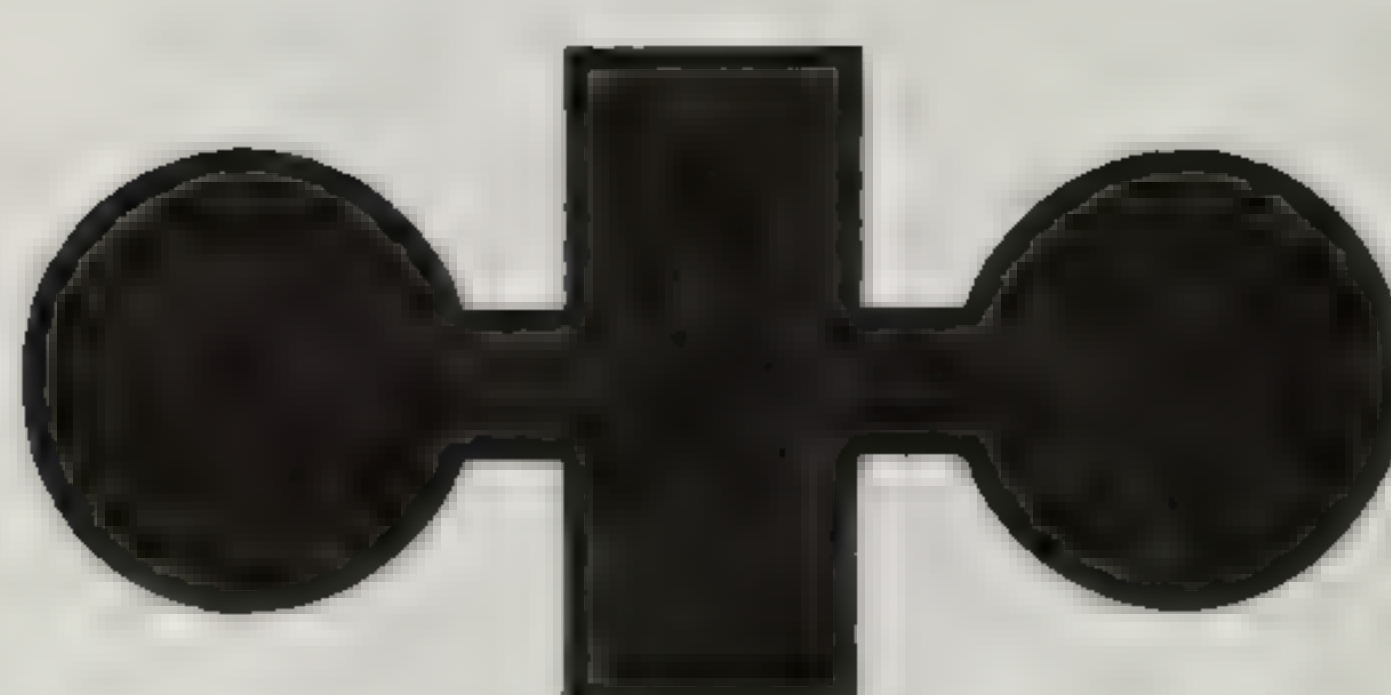
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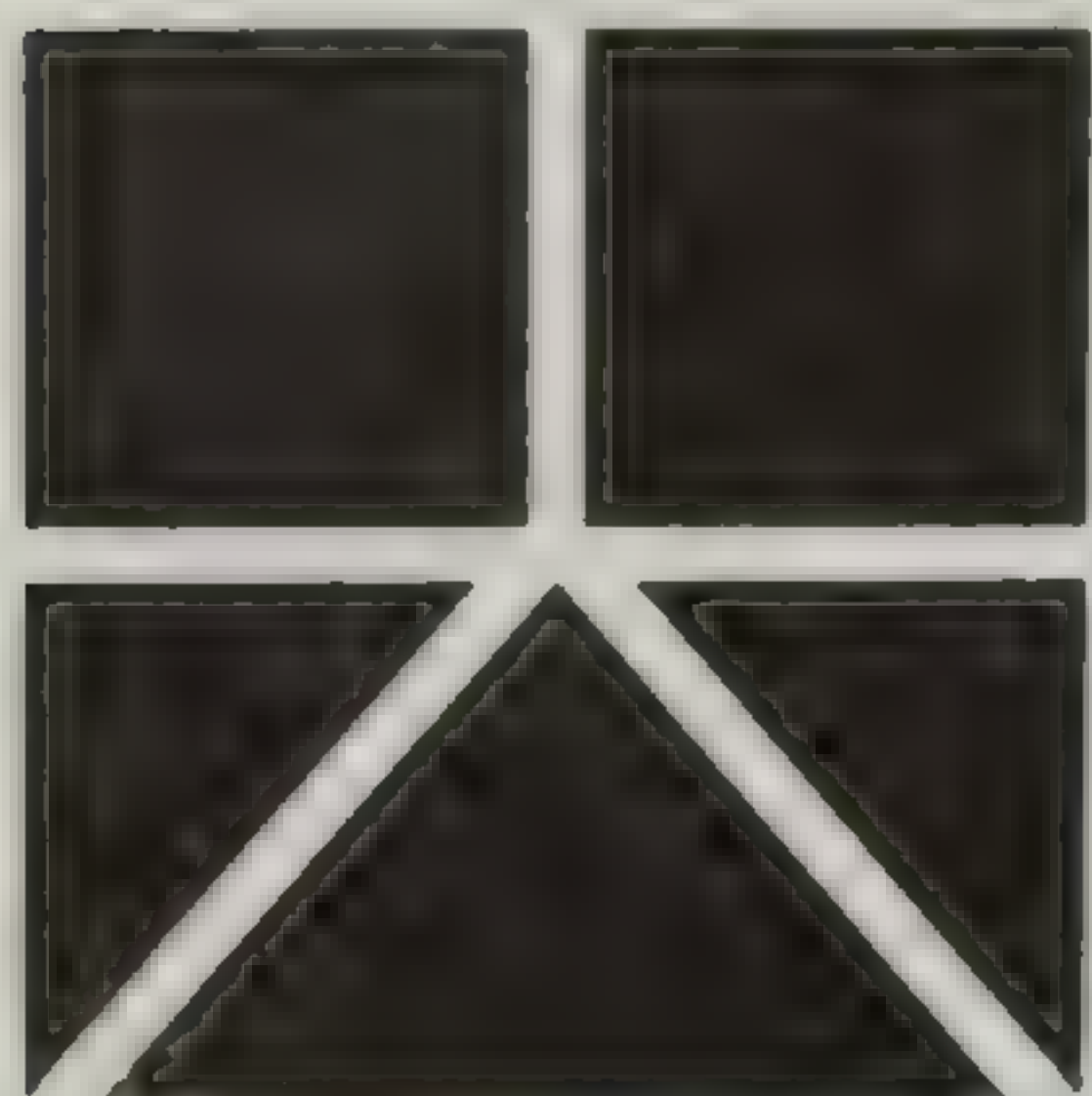


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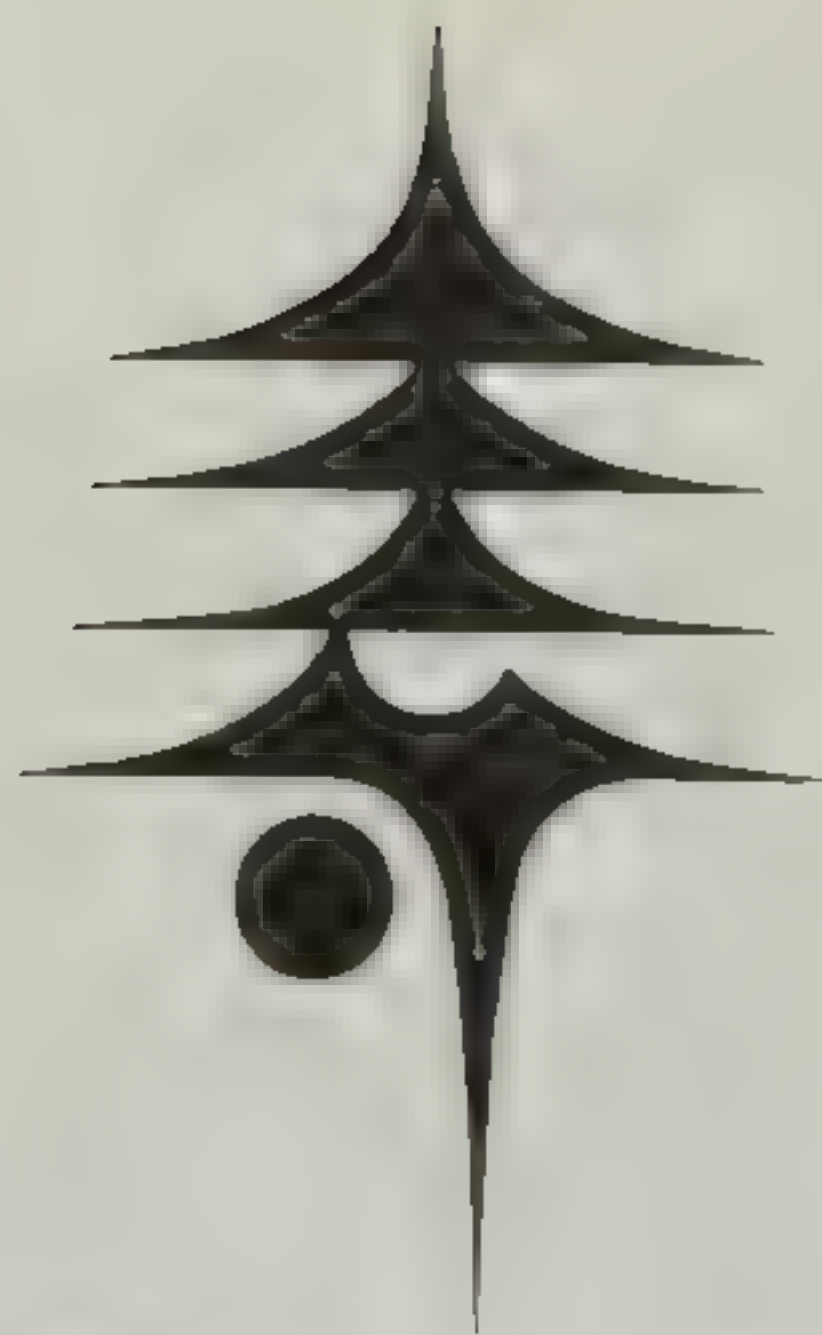


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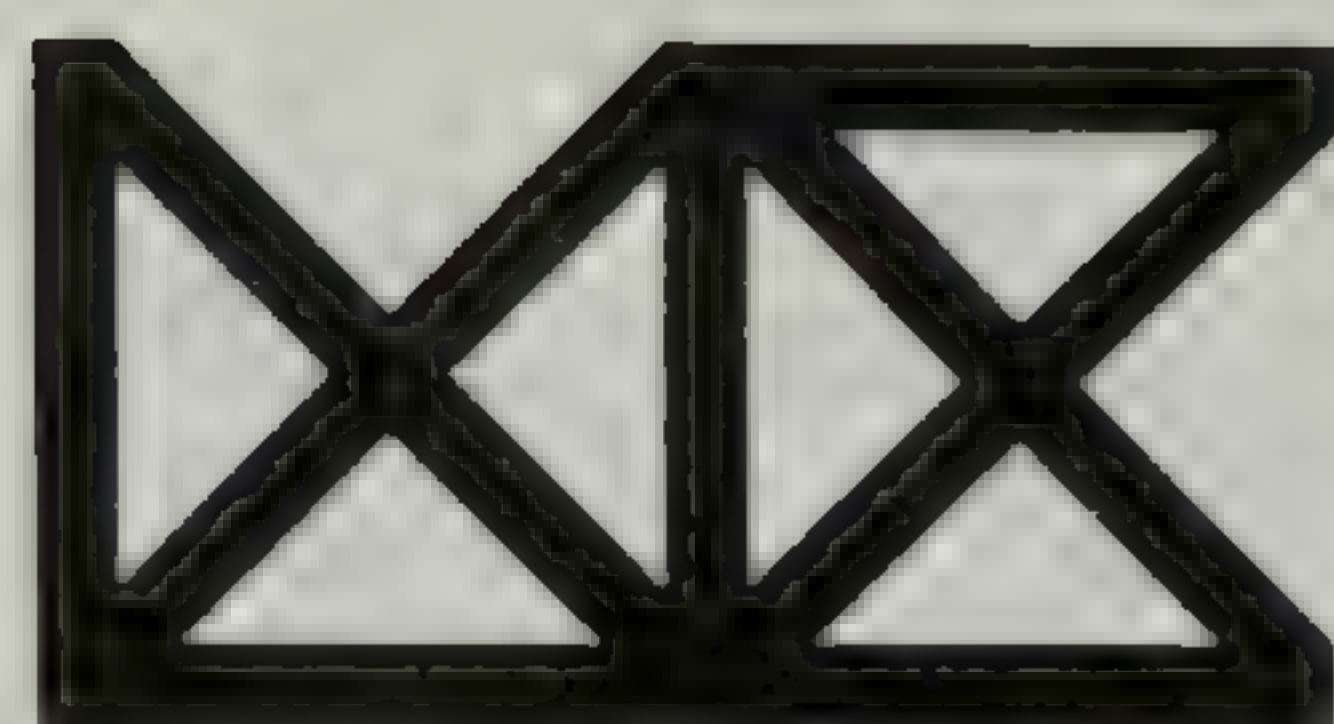




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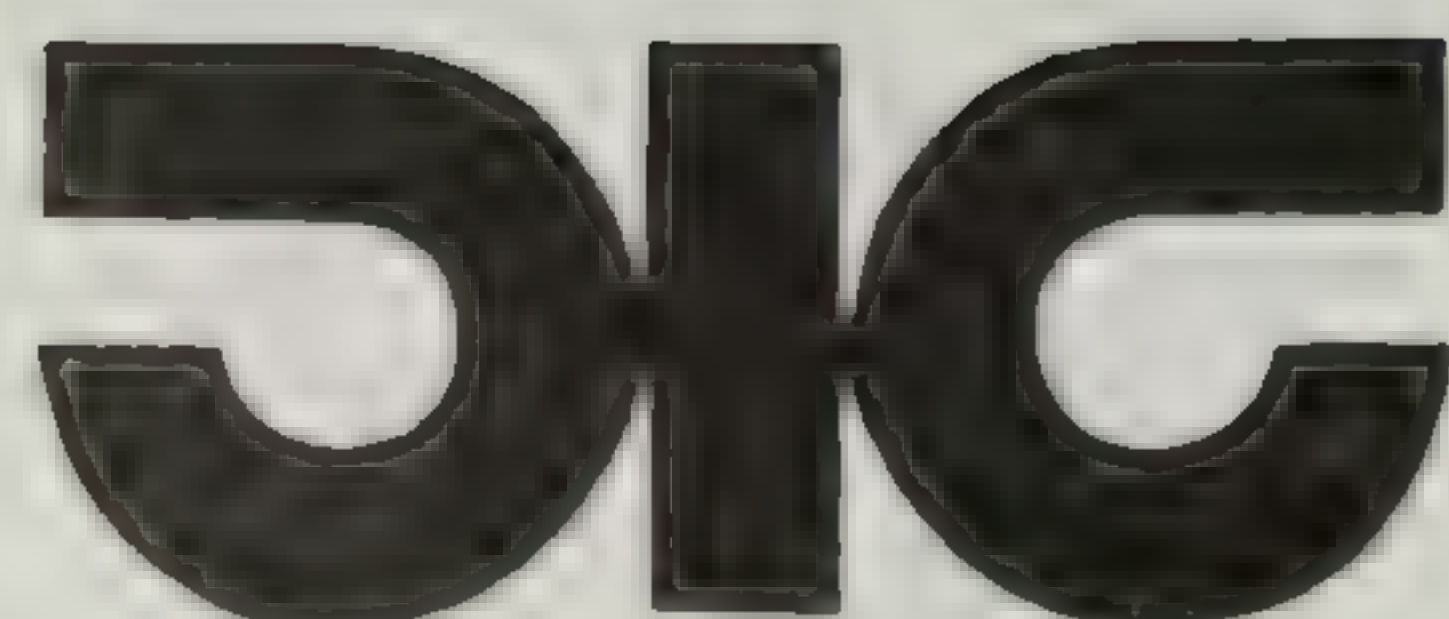
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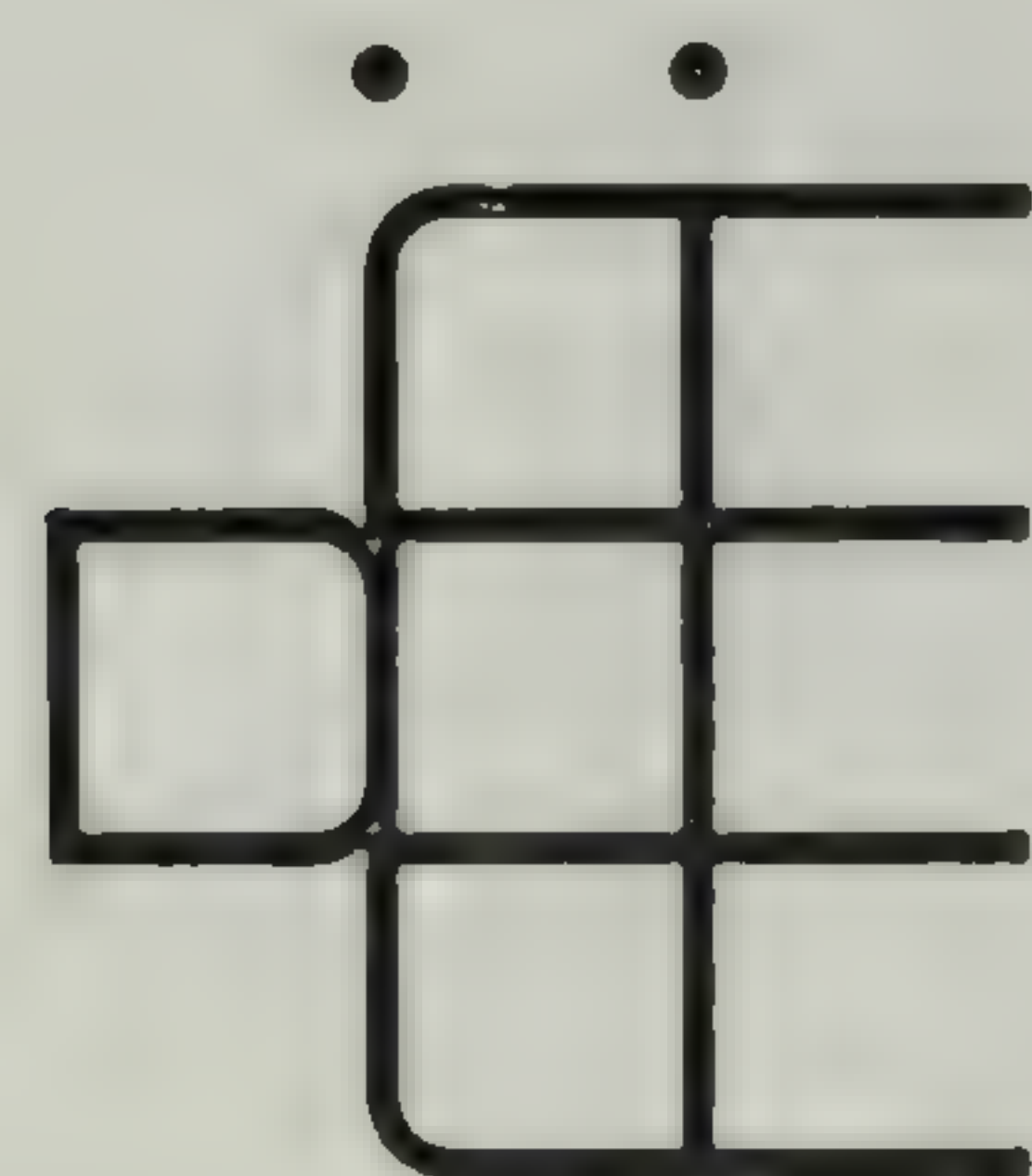
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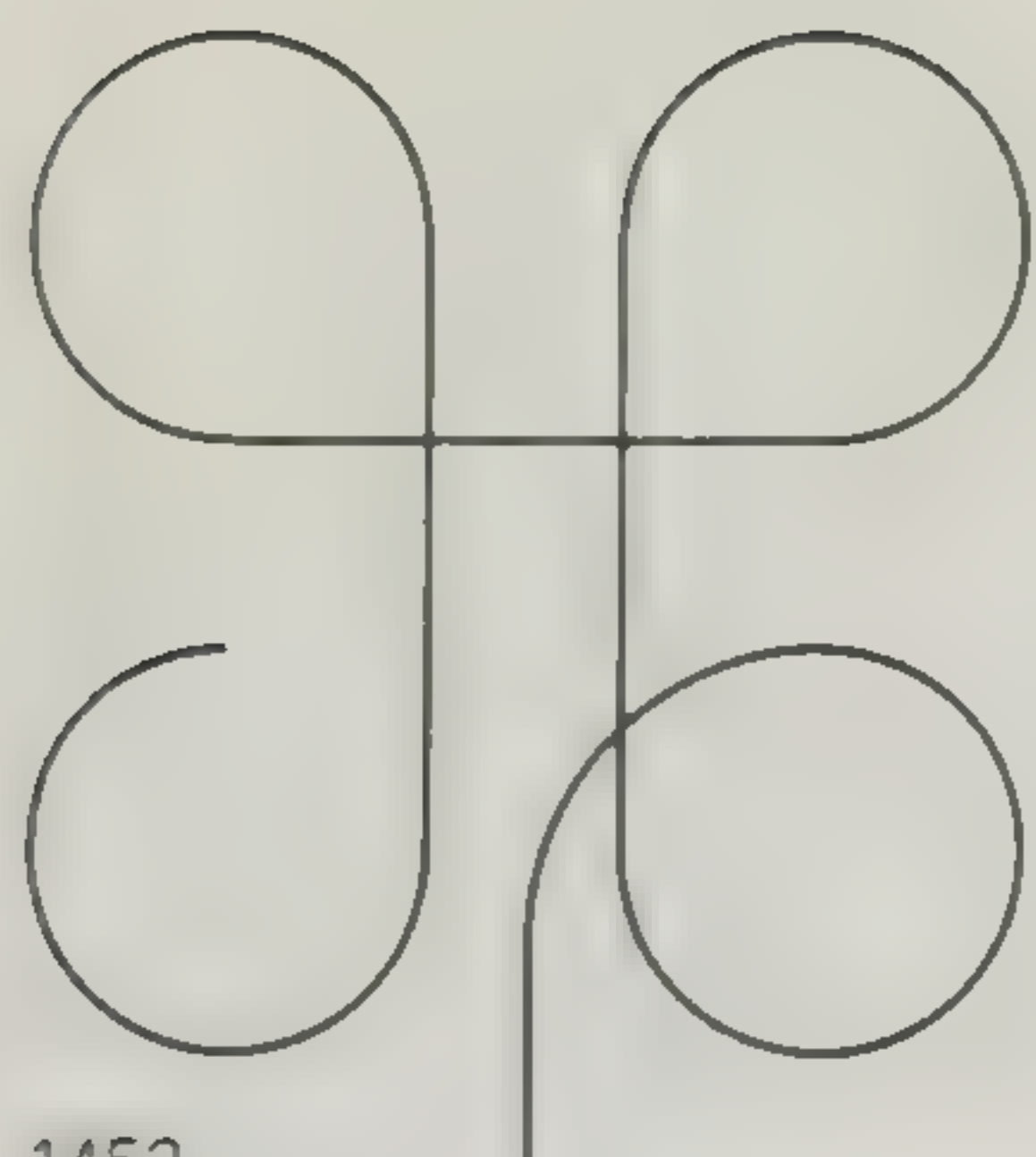


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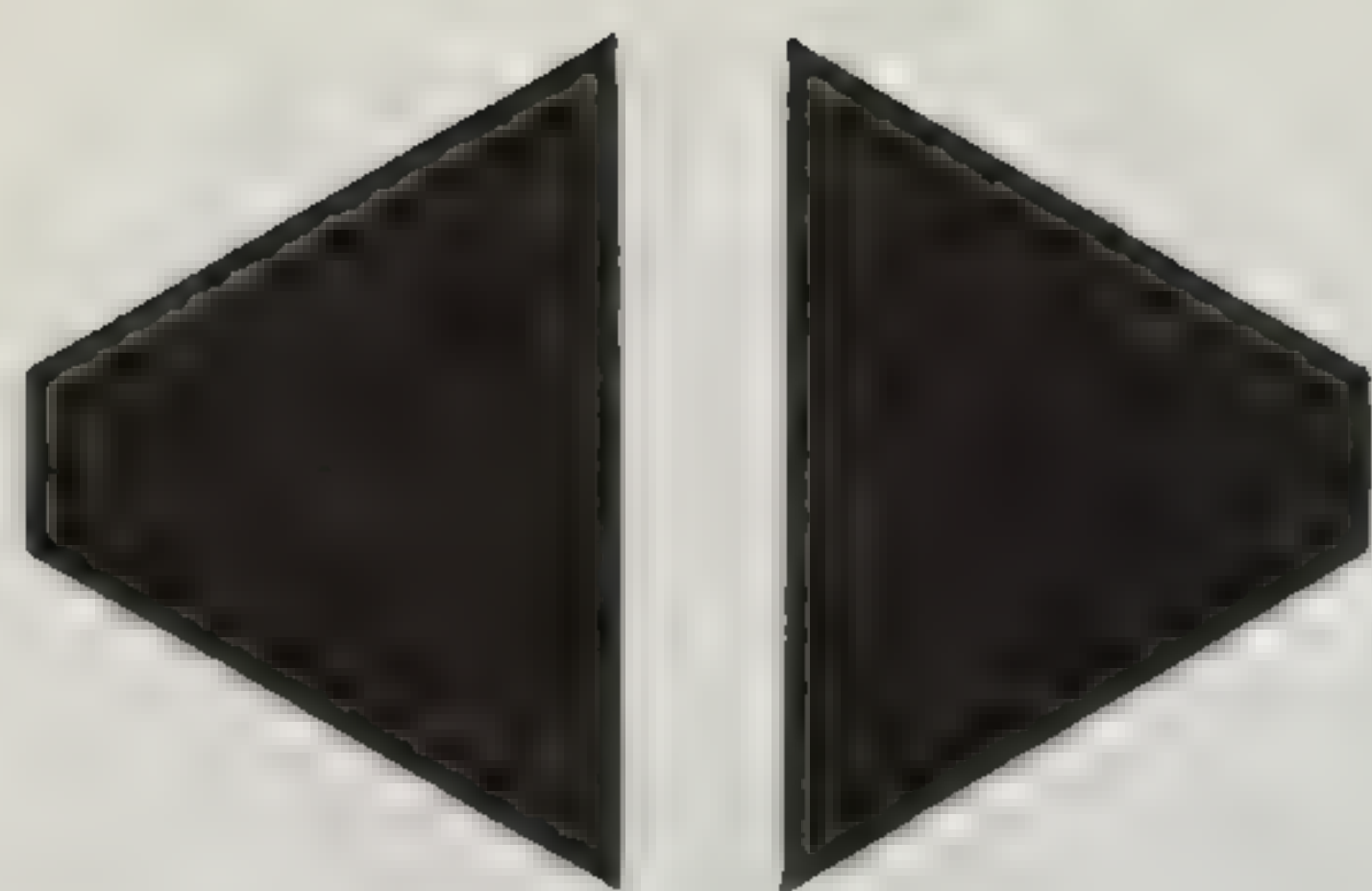


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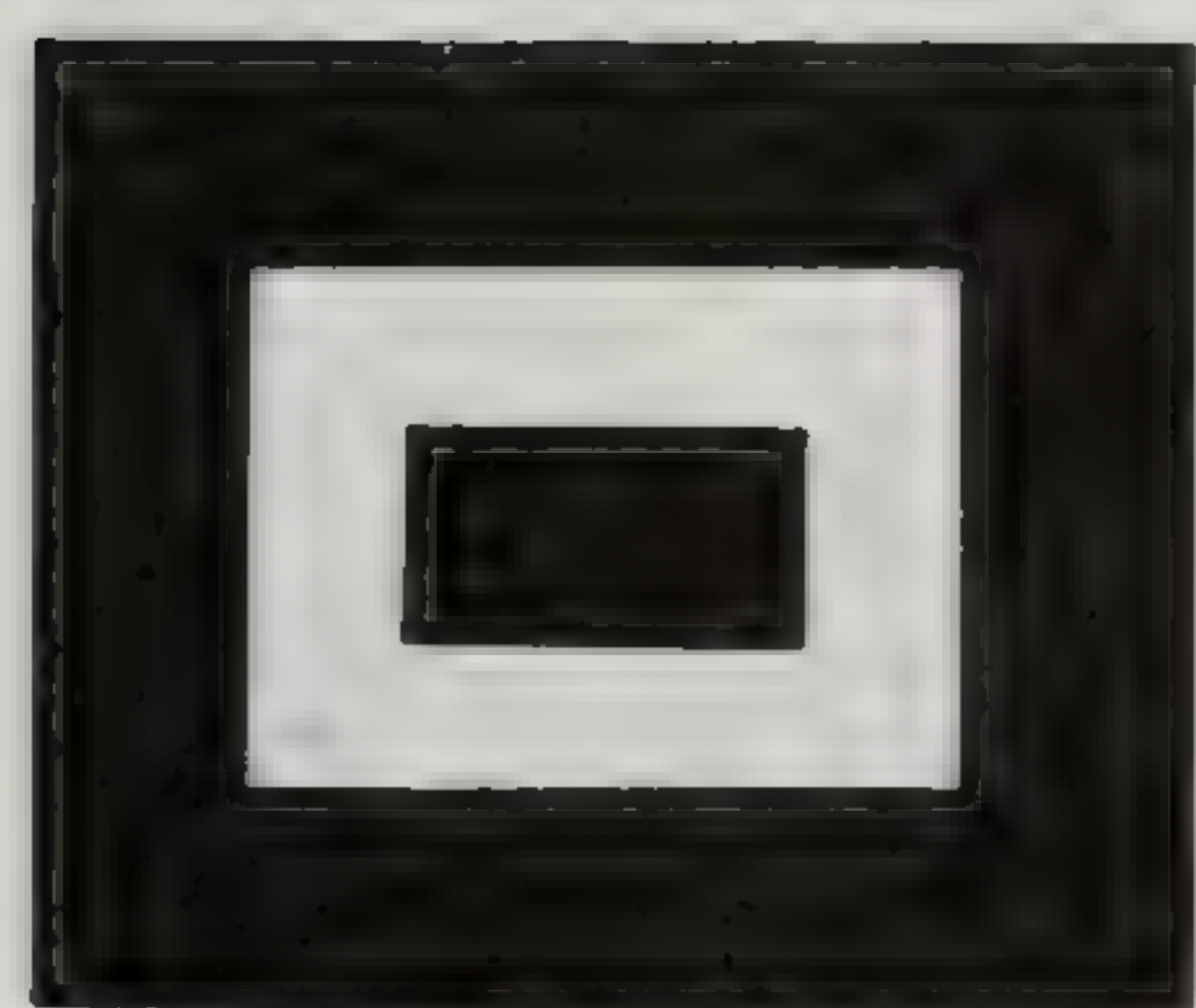
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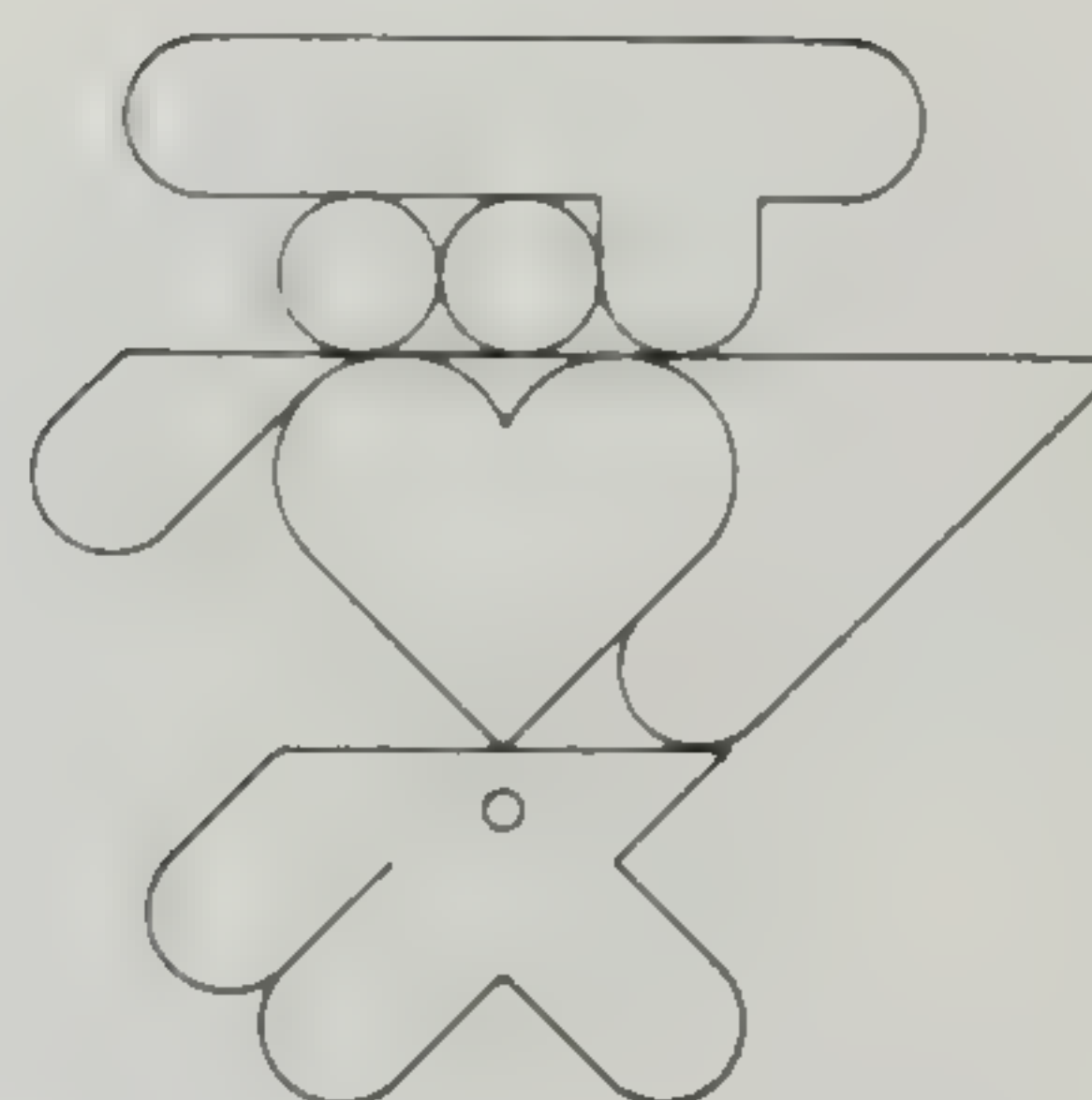
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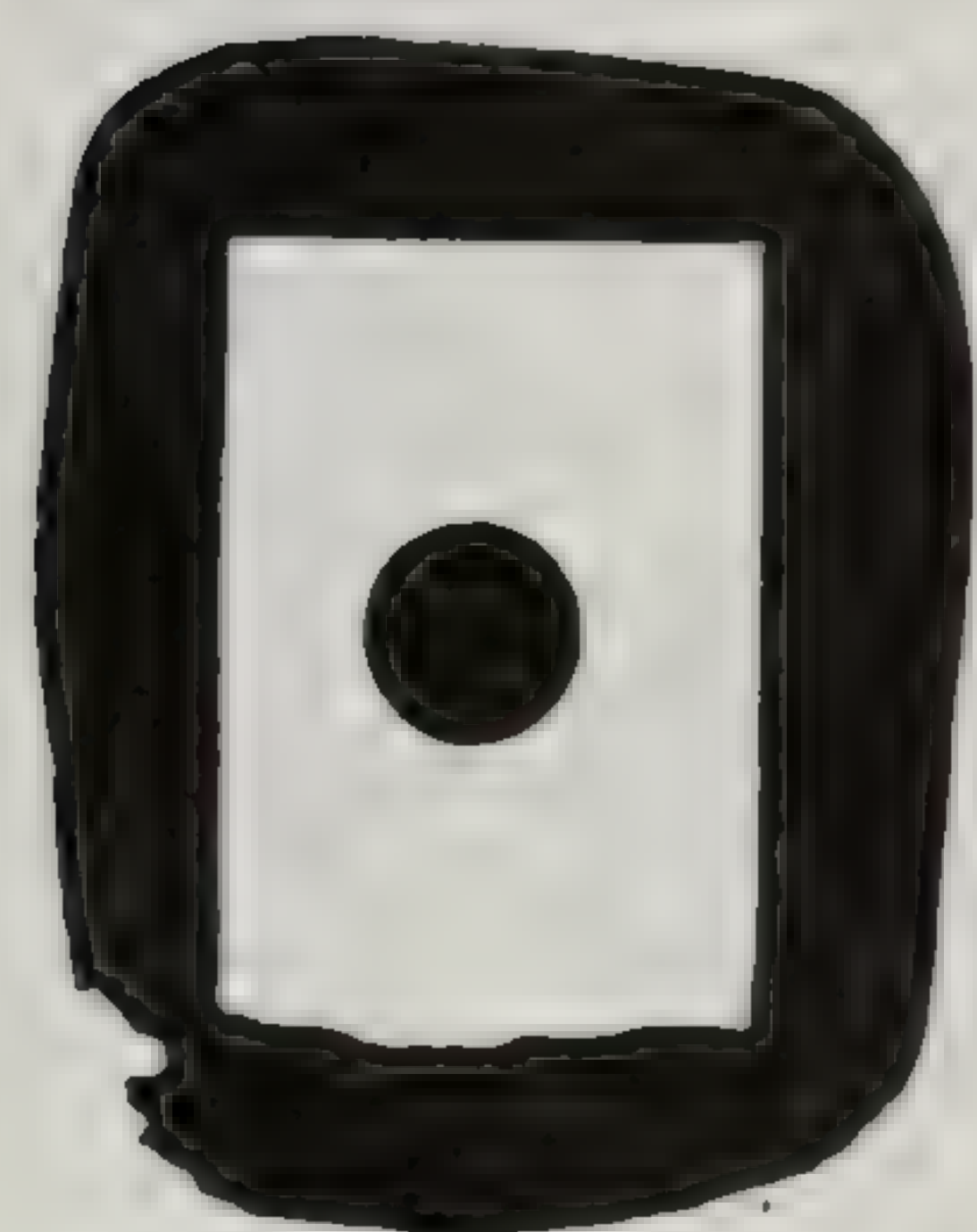
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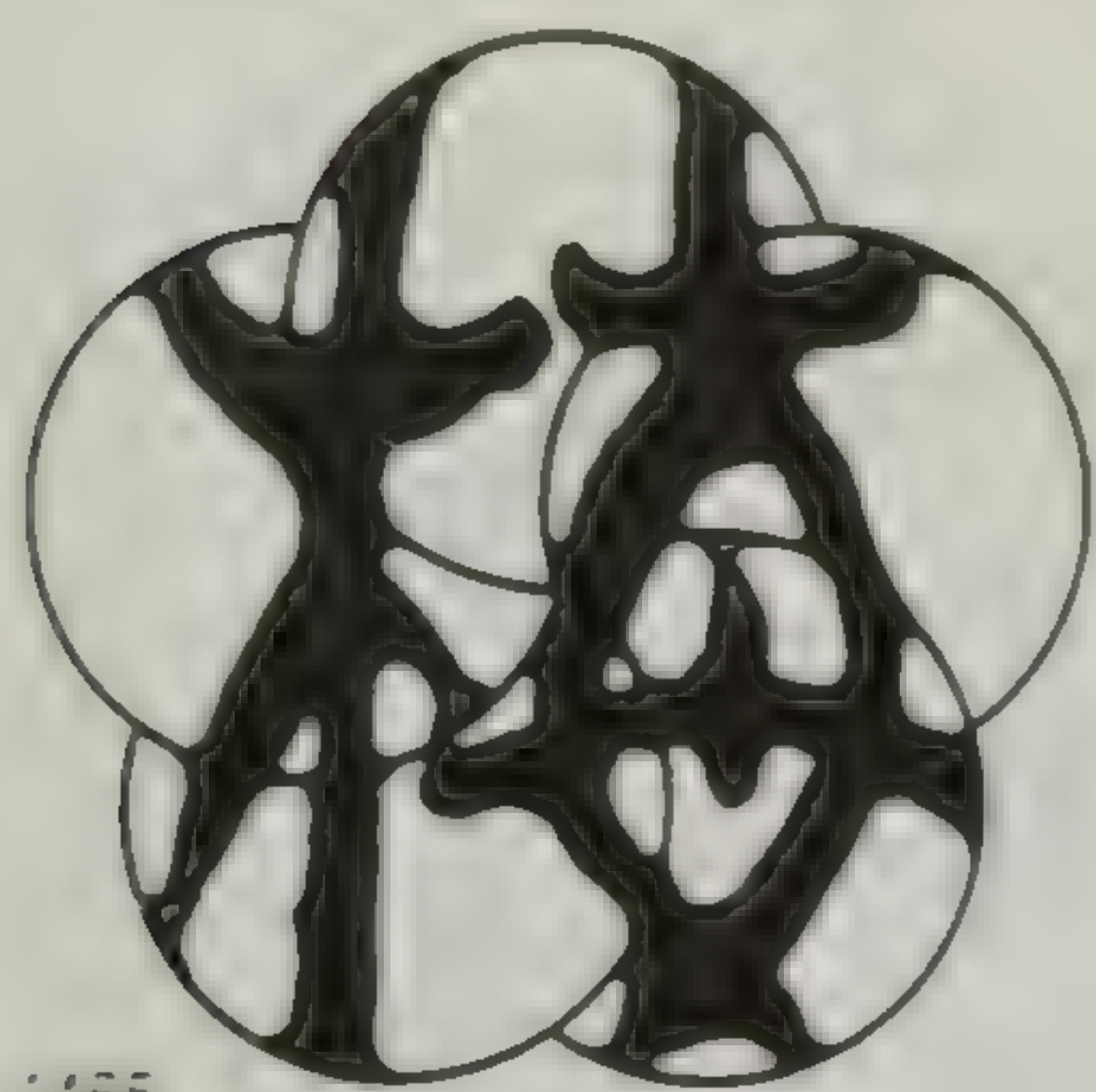


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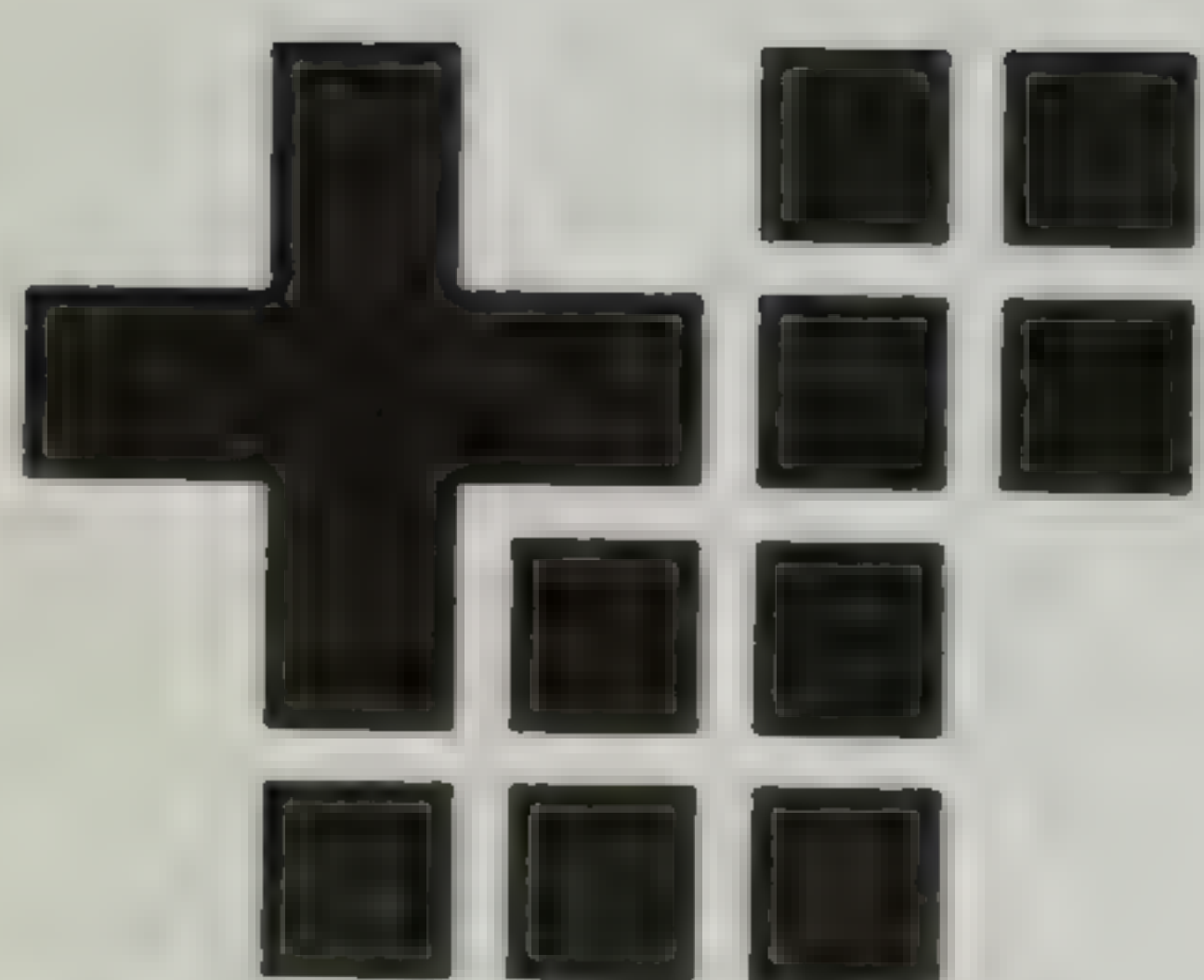
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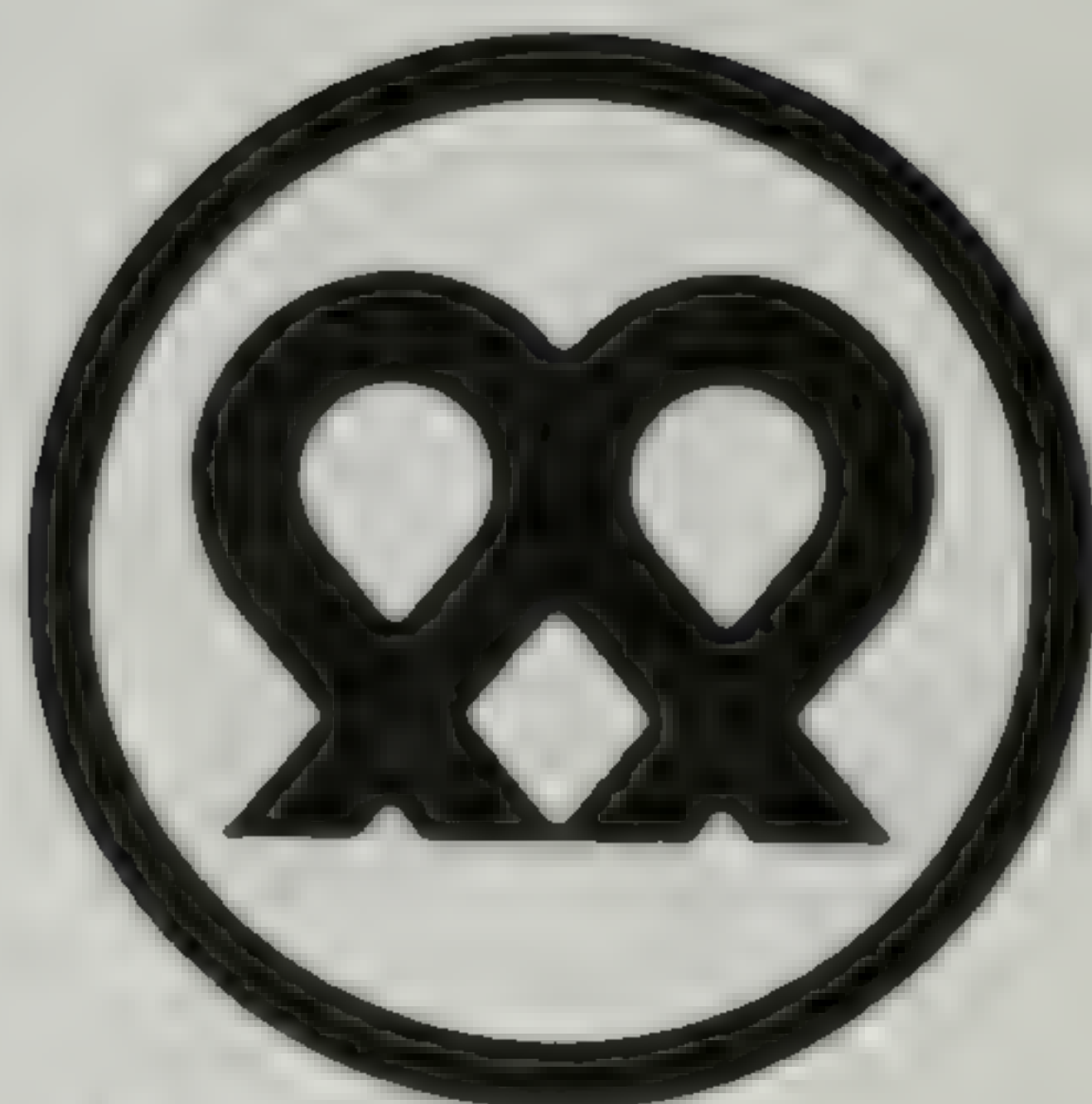
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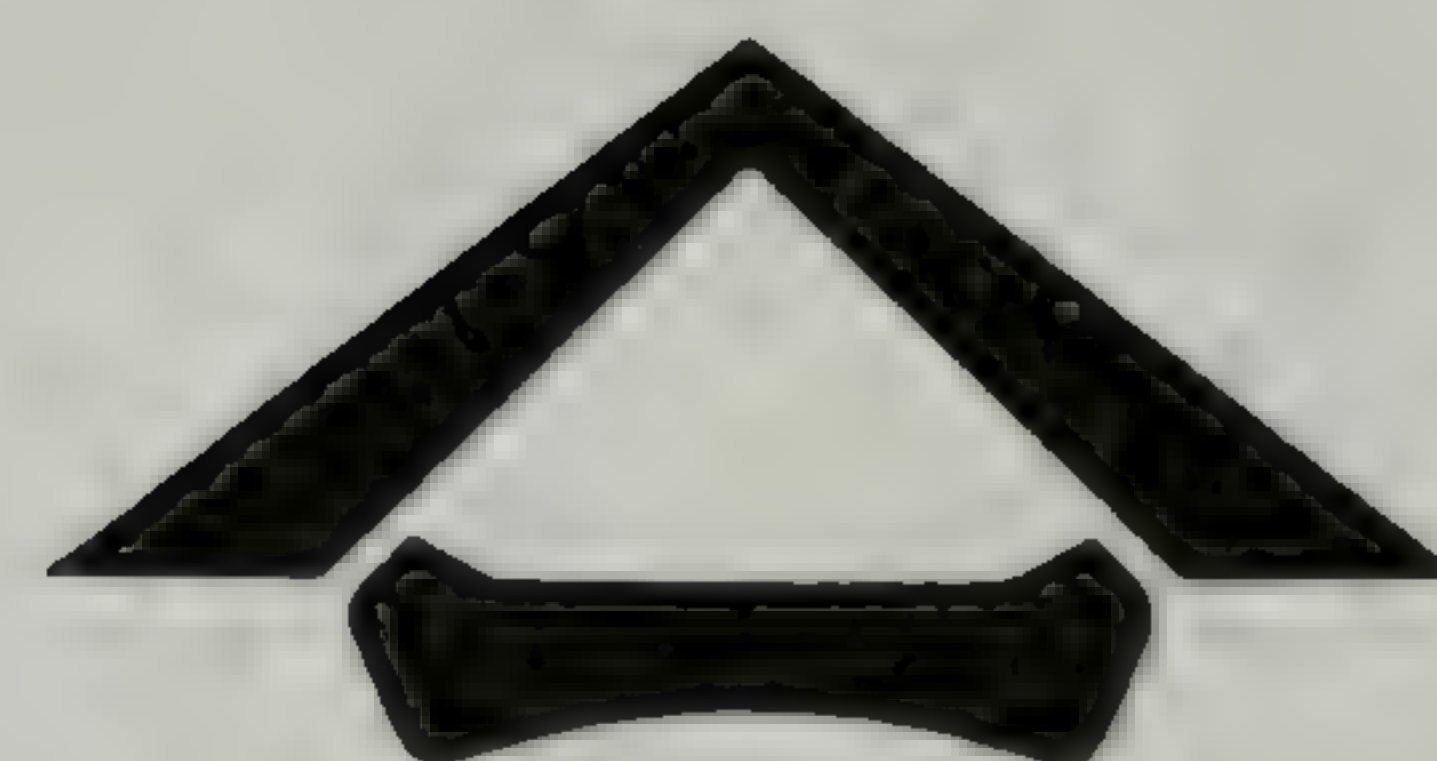
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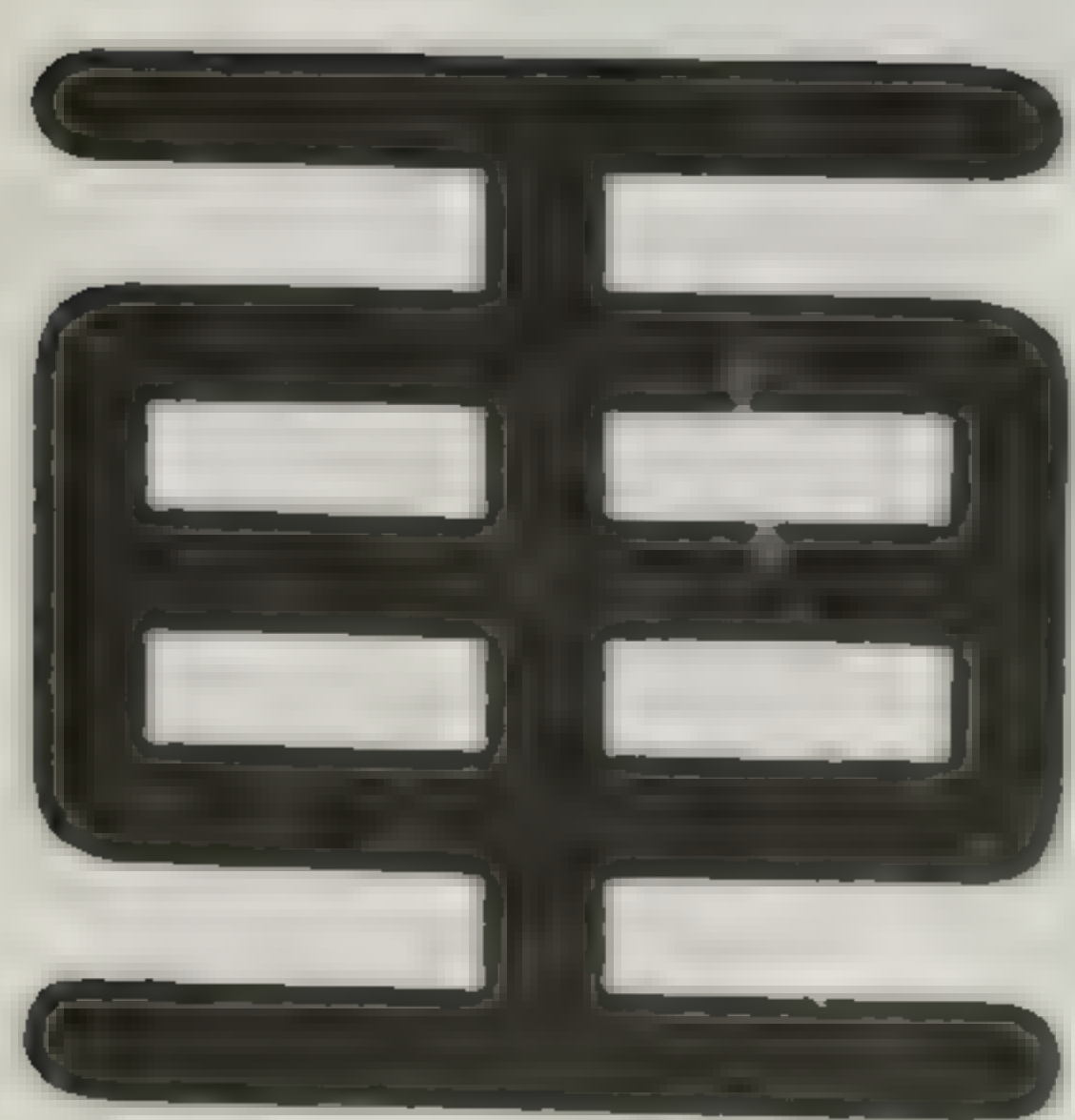
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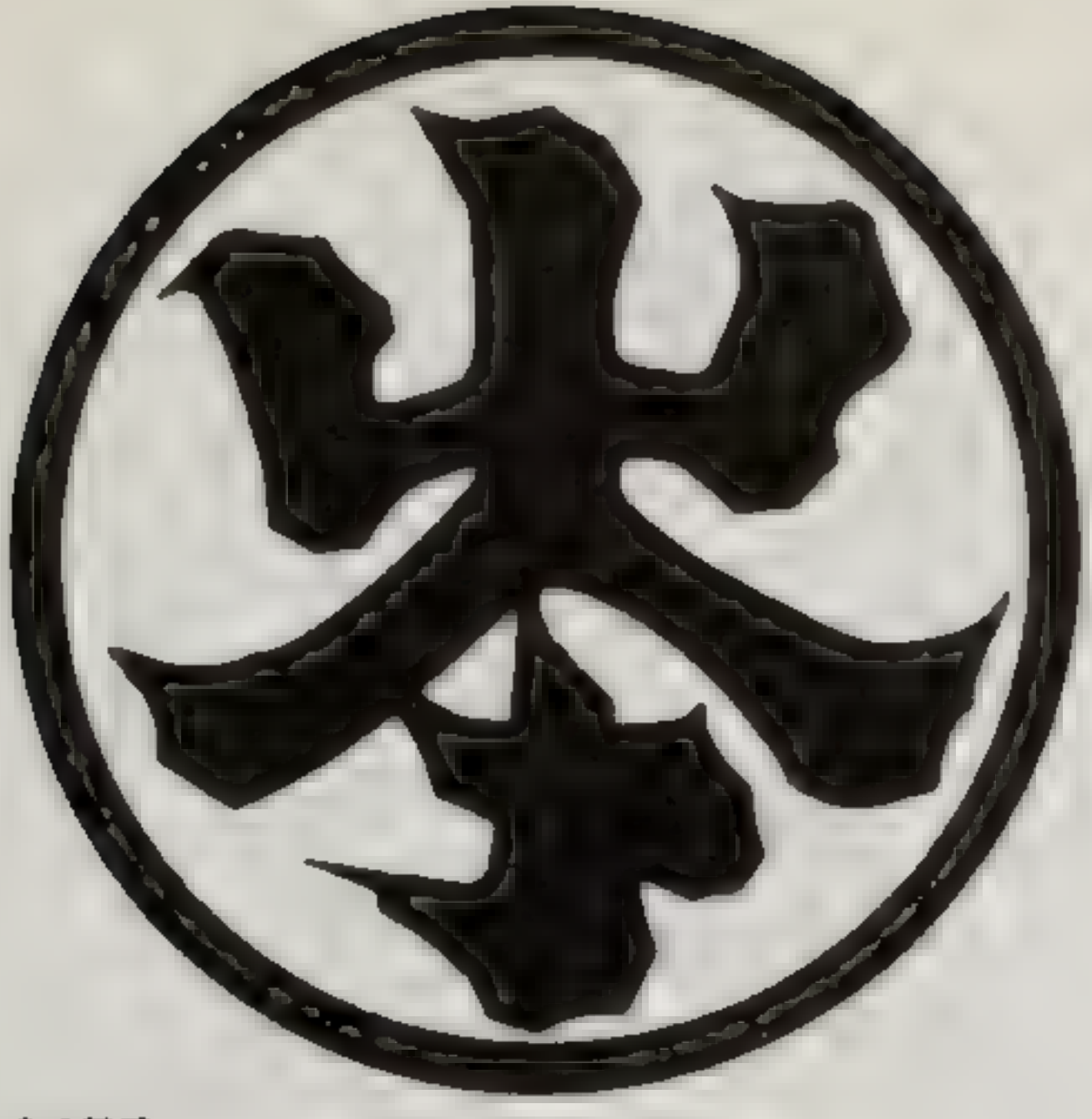


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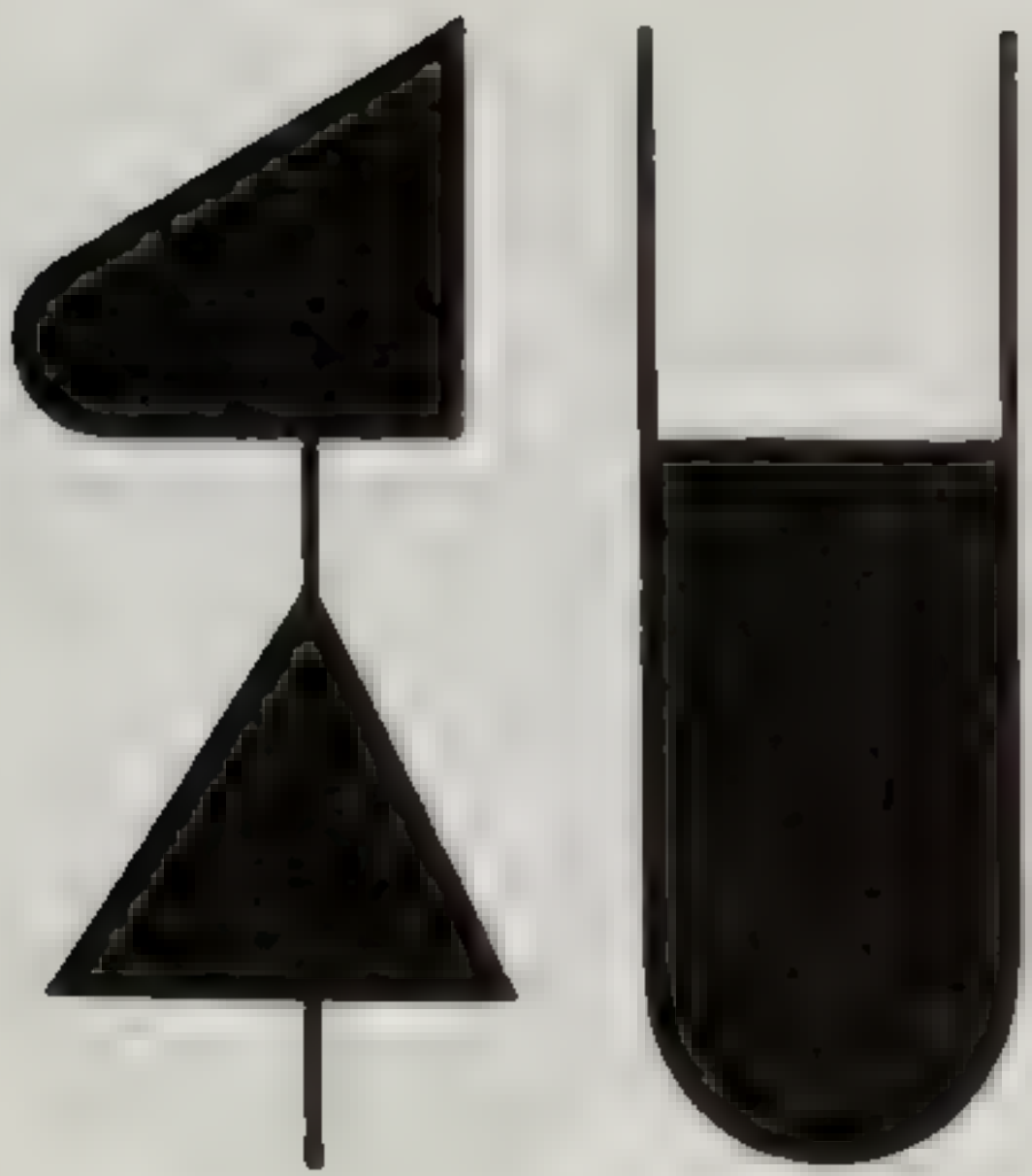




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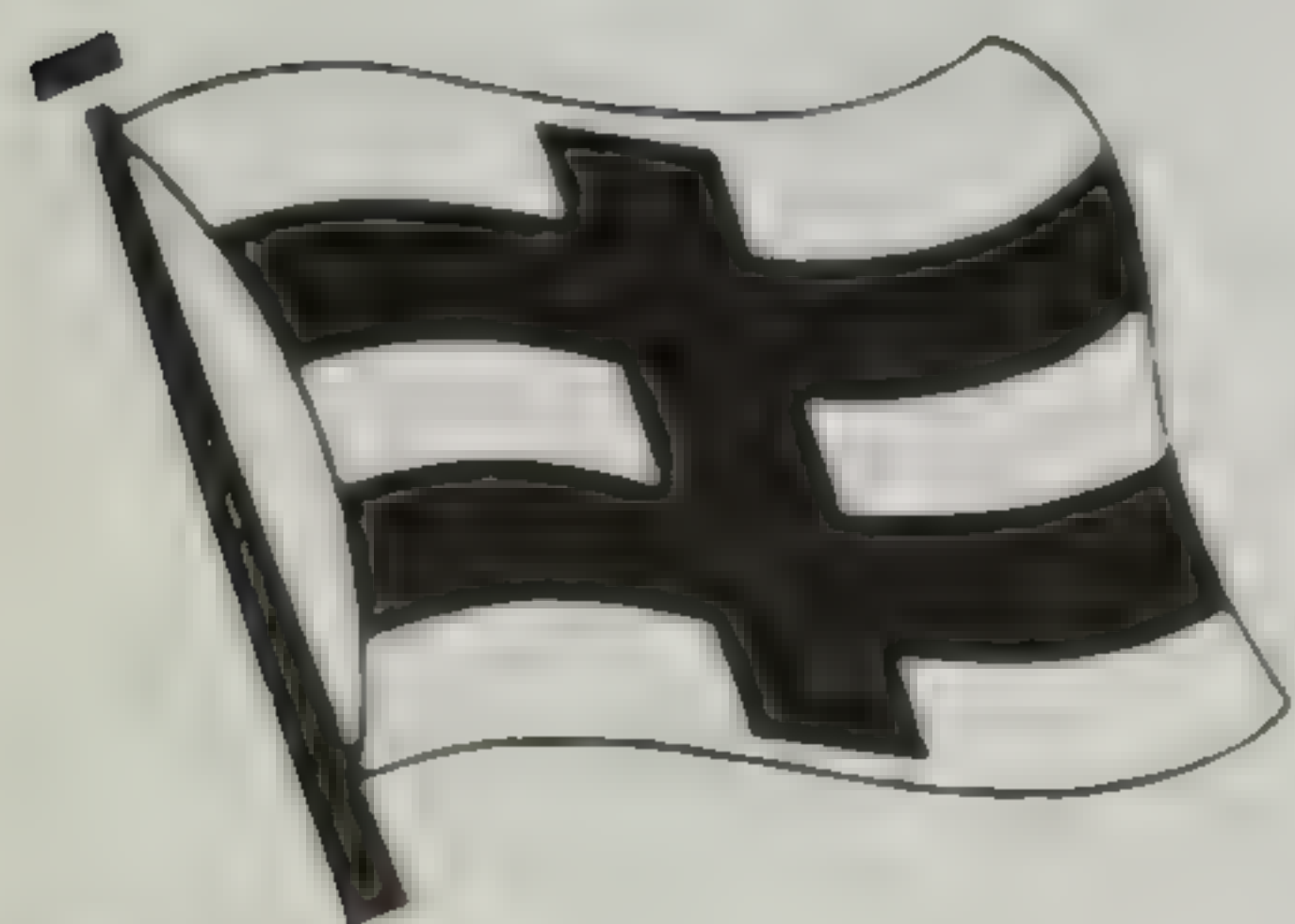
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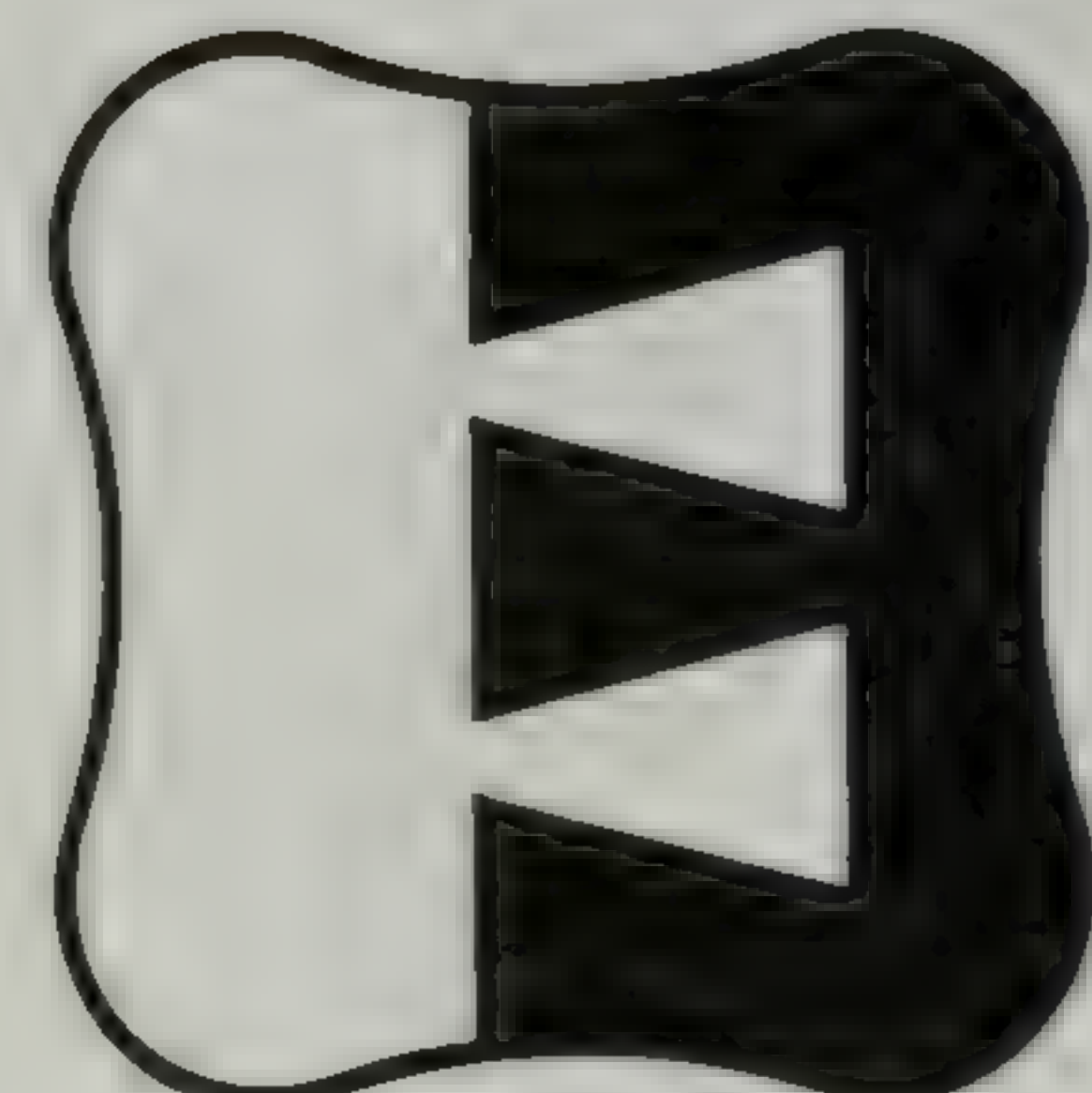
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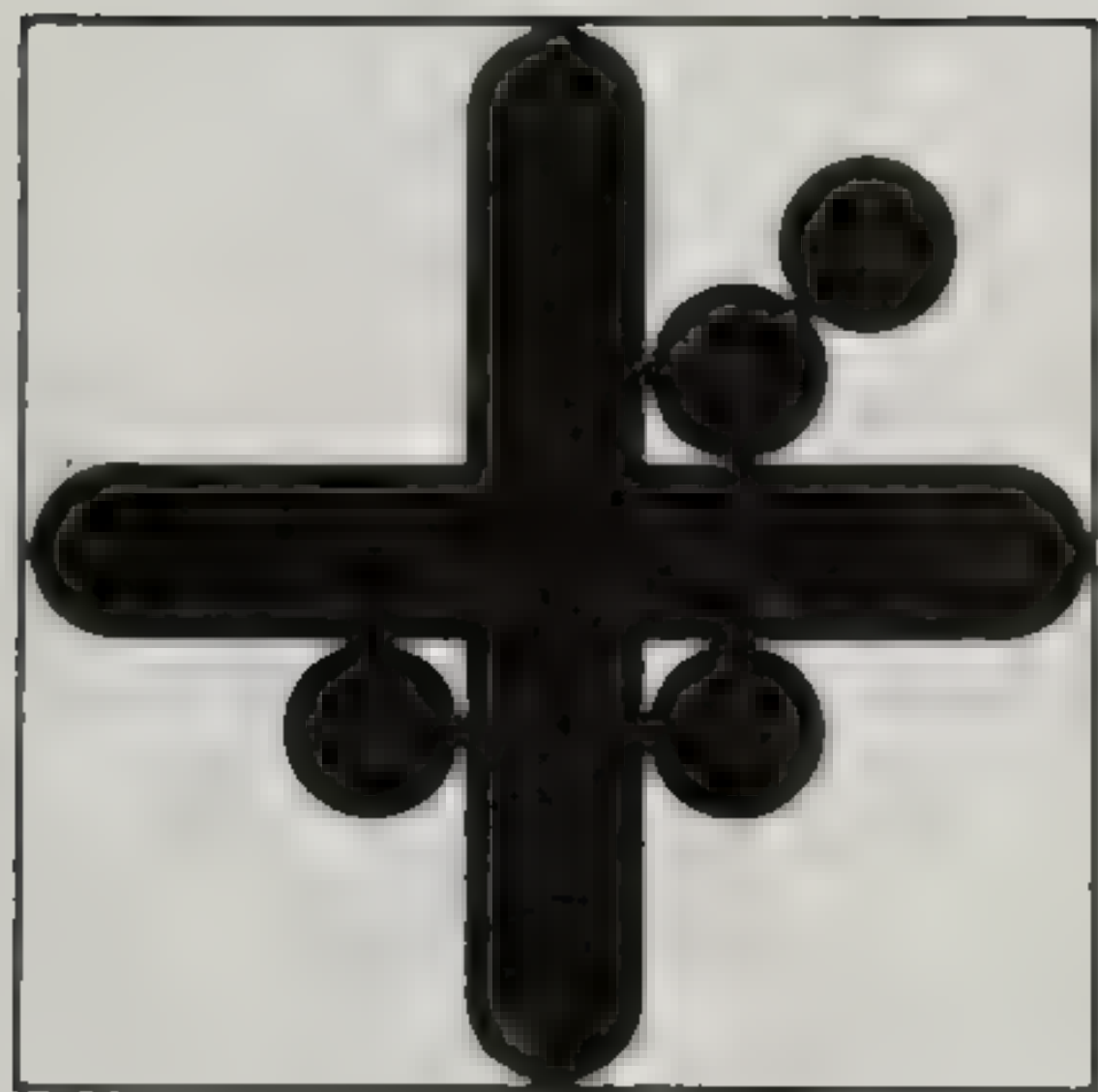


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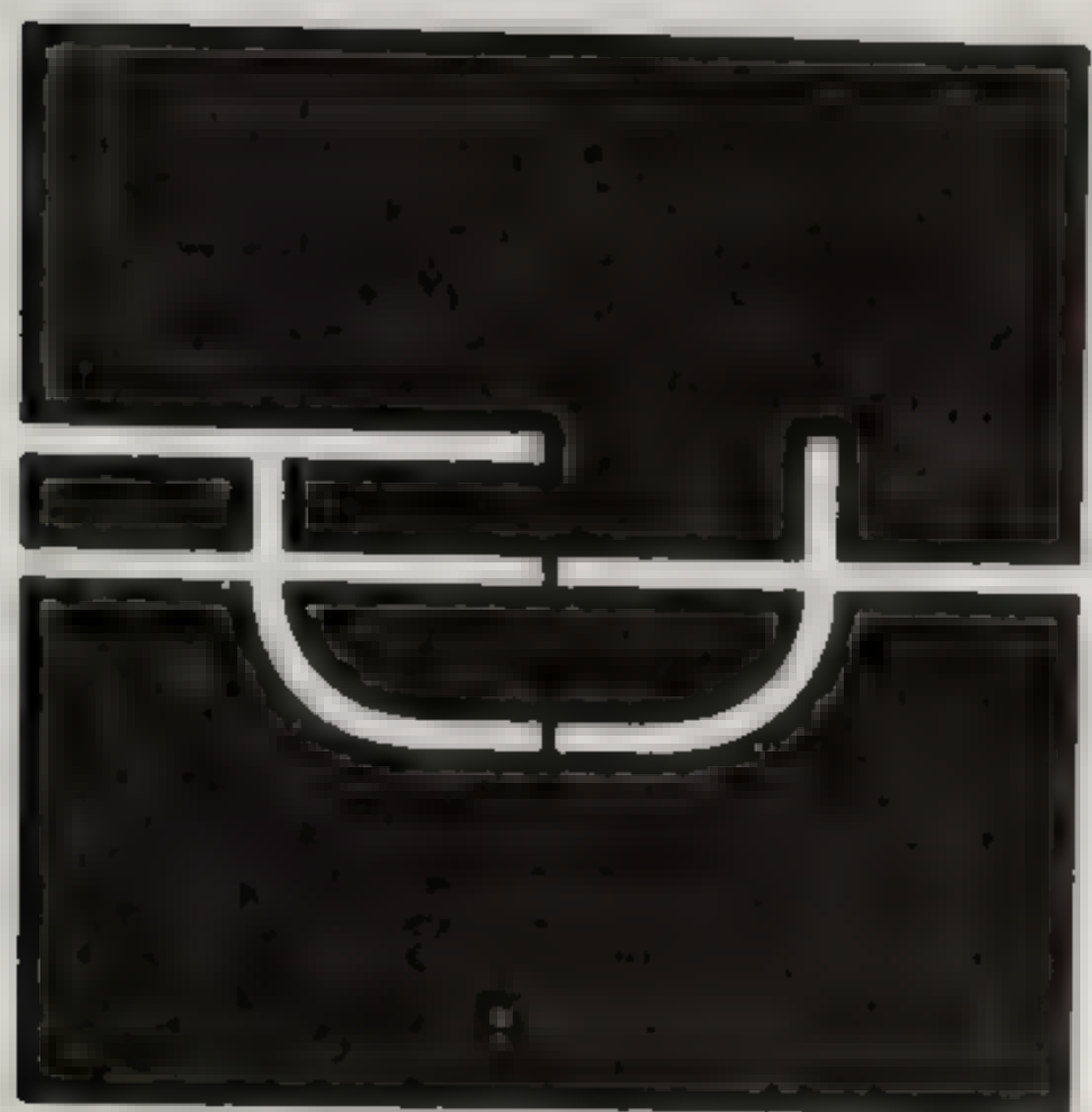




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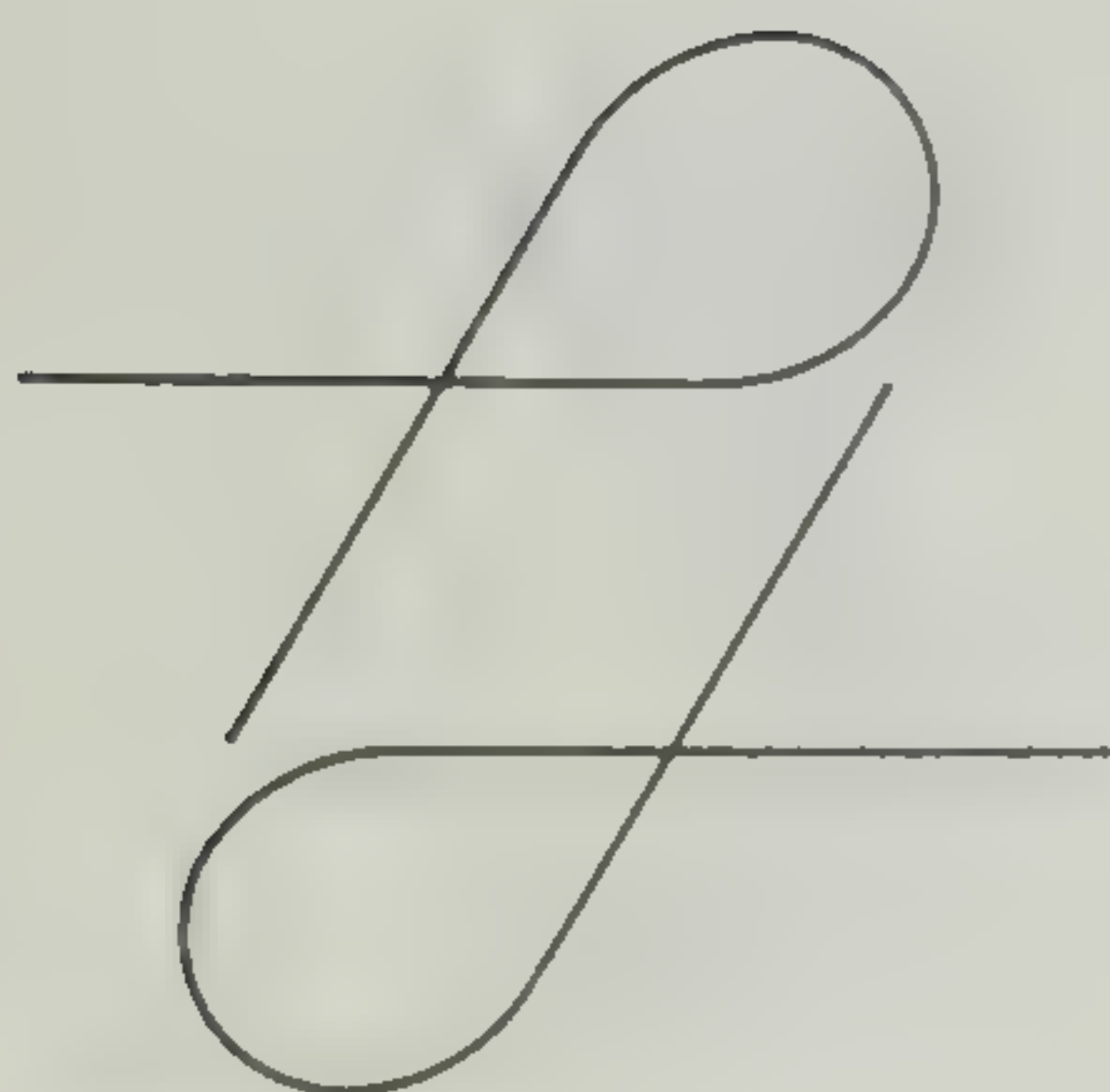
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- 113 1) Help Wanted Advertisement 3) Olivetti
- 114 1) Theater Poster 2) Leszek Holdanowicz (Poland) 3) Kordlan
- 115 1) Broadcasting 2) Werner Mühlemann (Switzerland) 3) Pro Radio-Television
- 116 1) Advertising Agency 2) Morton Goldsholl Design Assoc. (USA) 3) Project
- 117 2) Stephan Kantscheff (Bulgaria)
- 118 2) Michel Olyff (Belgium) 3) Lanpes Sigtay
- 119 1) Prize for Advertisement 2) Makoto Wada (Japan) 3) Mainichi Newspapers
- 120 1) Sign for Suspended Traffic Facilities 2) Heini Fischer (Switzerland) 3) Zürich
- 121 1) Publisher 2) Walther Bergmann (Germany) 3) Odyssee Angel Publishing Co.
- 122 1) Film Production 2) James Robertson+Bruce Montgomery (USA) 3) Vista Productions
- 123 1) Industrial Design Center 2) Stephan Kantscheff (Bulgaria) 3) Center d'Esthétique Industrielle (Sofia)
- 124 1) Broadcasting 2) William Golden (USA) 3) Columbia Broadcasting System Inc.
- 125 1) Film Production 2) Stephan Kantscheff (Bulgaria)
- 126 1) Pavilion 2) Saul Bass (USA) 3) Eastman Kodak Pavilion, New York World's Fair '64-'65
- 127 2) Jupp Ernst (Germany)
- 128 1) Astrology 2) Walter Bosshardt (Switzerland) 3) Werner Noll
- 129 1) Forwarding Agent 2) Lippincott & Margulies, Inc. (USA) 3) United Van Lines. Inc.
- 130 1) Design Studio 2) Robert R. Overby (USA) 3) PMO & A
- 131 1) Film Production 2) Walter Allner (USA) 3) Fortune Films
- 132 1) Artist's Colors 2) Tetsuo Katayama (Japan) 3) Turner Color Works
- 133 2) Yusaku Kamekura (Japan) 1969 3) Global Eye
- 134 1) Design Center 2) Hans Schleger (Great Britain) 3) Great Britain Design Center
- 135 1) Film Production 2) Roger-Virgile Geiser (Switzerland) 3) Schweizerische
- 136-7 1) Religious Group 2) Kohei Sugiura (Japan) 1969 3) NAC



- 138 1) Club 2) Crosby/Fletcher/Forbes (Great Britain)  
3) Speakeasy
- 139 1) Cocoa Products 2) Olle Eksell (Sweden) 3) Mazetti
- 140 1) Eyeglasses Manufacturer 3) Tokyo Spectacles
- 141 2) Dick Krueger (USA) 3) Character Cultivation  
Laboratories
- 142 1) Printing Company 3) Zuccotti E Caprara Fotolito
- 143 1) Textile Products 3) Renown (Japan)
- 144 2) Erik Bruun 3) Mainos Kanerva
- 145 1) Federation of Enterprises 2) Anton Stankowsky  
(Germany)
- 146 2) James Leonard Christopher Potocki (USA) 3) ORS  
Corp.
- 147 1) Computers Consultants 2) Robert R.Overby (USA)  
3) CEBAC
- 148 1) Publication 3) Der Spiegel
- 149 1) Symbol for Vocational Training Competition  
2) Shinya Saito (Japan) 3) Japan Industrial and  
Vocational Training Assoc.
- 150 1) Consumer Products 2) Dickens Design Group (USA)  
3) Polaris Enterprises, Inc. (Chicago)
- 151 1) Theater 2) Stefan Kantscheff (Bulgaria) 3) Central  
Puppet Theater Sofia
- 152 2) Walther Bergmann (Germany)
- 153 1) Life Insurance 2) Heinz Schwabe (Germany)
- 154 1) Club 2) Robert R.Overby (USA) 3) Seattle Copy Club
- 155 1) Trading Company 2) Ablam Games (Great Britain) 1958  
3) Inde Coope Ltd.
- 156 1) Steel Building Products 2) F.H.K. Henrion (Great  
Britain) 3) Square Grip Reinforcement Co.
- 157 1) Insignia 2) Morton Goldsholl Design Associates  
(USA) 3) Peace Corps
- 158 2) Chermayeff & Geismar Associates (USA) 3) U.S. Home  
Office
- 159 1) Peace Association 2) Saul Bass (USA) 3) SANE
- 160 1) Publishing Association 2) Benno Wissing  
(Netherlands) 3) Amsterdam Commission for Publicity  
of Books
- 161 1) Manufacturer Food Automats 2) Push Pin Studios,  
Inc. (USA) 3) Automatique
- 162 1) Design Studio 2) Do Weller (USA) 3) Do Weller
- 163 1) Trading Company 2) W. Weiskoening (Switzerland)  
3) Eternum Co.
- 164 1) Inter-racial Fund Drive 2) Ablam Games (Great  
Britain)
- 165 1) International Organization 2) Jacques Nathan-  
Garamond (France) 3) OECD
- 166 1) Printing Company 3) Glad Hand Press
- 167 1) Private Symbol 2) 3) Helmut Lortz (Germany)
- 168 1) Motion Picture <Man with the Golden Arm>  
2) Saul Bass (USA)
- 169 1) Publisher 2) Michele Proviciali (Italy)  
3) Cinguale Publishing House
- 170 1) Local Governing Body 2) Main Wolff & Partners  
(Great Britain) 3) London Borough of Camden
- 171-2 1) Hair Nutrition Product 2) Herbert Leupin (Switzer-  
land) 3) Pantene
- 173 1) Port City 2) Hermann Eidenbenz (Germany)  
3) Brawnschweig
- 174 1) Hotel 3) Nishitetsu Grand Hotel
- 175 1) Cigarettes 2) Emil O.Biemann (USA) 3) United  
States Tobacco Co.
- 176 1) Men's Clothing 2) Milner Gray & Kenneth Lamble  
(Great Britain) 3) Austin Reed
- 177 1) Cash Register Manufacturer 2) P.Pickard Jenkins  
(Great Britain) 3) National Cash Register
- 178 1) Sight-seeing Bureau 3) Singapore Sight-seeing Bureau
- 179 2) Honneger & Lavater (Switzerland)
- 180 1) Business Supplies 2) Hans Hertmann (Switzerland)
- 181 1) Bank 2) Honegger+Lavator (Switzerland)
- 182 1) Emblem of a City 2) Hermann Eidenbenz  
(Switzerland) 3) Zürich
- 183 1) Emblem of a City 2) Hermann Eidenbenz (Switzerland)  
3) Basel
- 184 1) Paper Goods 3) Nihon Pulp
- 185 1) Royal Coat of Arms 2) Milner Gray (Great Britain)  
3) Council of Industrial Design
- 186 1) Zoo 2) Jerry Haworth (USA) 1969 3) Project (Kansas  
City Zoo)
- 187 1) Machinery Manufacturer 2) M.Gotthans & Yaneff  
(Canada) 3) Monarch Machinery Ltd.
- 188 1) Series of Zodiac Figures 2) Robert Gessner  
(Switzerland)
- 189 1) Young Women's Magazine 3) Heibon - sha Publishers
- 190 1) Shoe Manufacturer 2) F.H.K Henrion (Great Britain)
- 191 1) Store 2) Minale, Tattersfield, Provinciale Limited  
(Great Britain) 3) Harrods Ltd.
- 192 1) Milk Company 2) Gerhard Marx (Germany)
- 193 1) Photographic Magazine 2) Martti A.Mykkänen  
(Finland) 3) Unsikuvalehti
- 194 1) Department Store 3) OK
- 195 1) Symbol for Women's Magazine 3) Shufu no tomo
- 196 1) Hotel 2) Taijiro Nakayama (Japan) 3) Manza  
Kanko Hotel
- 197 1) Recreation Enterprises 2) G.Dean Smith (USA)  
3) Yosemite Park and Curry Co.
- 198 1) Leather Company 2) Joseph Binder (Germany)
- 199 1) Show Signs 2) Celestino Piatti (Switzerland) 1961  
3) Schweizerische Zahnärzte Gesellschaft
- 200 1) Bathtub Products 3) Kubota Tekko
- 201 1) Publisher 2) Yoshio Terasawa(Japan)1971 3) Project  
(Senshukai)
- 202 2) Hermann Virl (Germany)
- 203 1) Publisher 2) Keiji Okujima (Japan) 1971  
3) Project (Senshukai)
- 204 3) Airways (Australia)
- 205 2) Joseph Binder (Germany)
- 206 2) A. Stocker
- 207 1) Exporter and Importer of Meat 2) Stephan  
Kantscheff (Bulgaria) 3) Rodopa (Sofia)
- 208 1) Mountain Sports 2) Gene Hoffman/Fred Colcer (USA)  
3) Mountain Sports, Inc.
- 209 1) Agricultural Machines 2) Henry Dreyfuss (USA)  
3) Deere & Co.
- 210 3) Zinal (Switzerland)
- 211 1) Zoo 2) Susumu Endo (Japan) 3) Asahikawa City



- 212 1) Wool Company 2) Robert Roser 3) Overseas Wool Co.  
213 2) Adolf Wilz (Switzerland) 3) International Wool Secretariat  
214 1) Meat 3) New Zealand Meat Board  
215 1) Sales Office/General Store/Restaurant/U.S. Post Office 2) Barbara Stauffacher Solomon (USA) 3) Sea Ranch  
216 1) Woolen Fabrics 3) Japan Woolen Fabrics  
217 1) Dog Trainers' Association 2) Kazimierz Wasniarski (Poland) 3) Verband der Hundezüchter  
218 1) Fixative Spray 3) A.Reeves Product  
219 1) Publisher 2) Chiyoko Togai (Japan) 1971 3) Project (Senshukai)  
220 2) Walter Brecker (Germany)  
221 1) Publisher 2) Philipp Seitz (Germany)  
222 1) Benzine Maker 2) Firmeneigener Entwurf (Italy) 3) Supercortemaggiore Benzin Serrizio Agip  
223 1) Paint and Chemicals 2) Wolff/Olins (Great Britain) 3) Hadfields (Merton) Limited  
224 1) Restaurant 2) George Lois (USA) 3) Restaurant & Waldorf Associates, Inc.  
225 1) Restaurant 2) Tadashi Ohashi (Japan)  
226 1) Series of Detective Novels 2) R.Ruotsinsalo (Finland) 3) Black Cat  
227 1) Furniture Manufacturer 2) Stasa Blazkova (Czechoslovakia)  
228 1) Lighting 2) Walter Herdeg (Switzerland)  
229 1) Publishing and Nightclub Operation 2) Arthur Paul (USA) 3) Playboy International  
230 1) Pharmaceuticals 3) S.S.Pharmaceutical Co.  
231 1) Hotel 2) Taijiro Nakayama (Japan) 3) Manza Kogen Lodge  
232 1) Food 2) Dentsu (Japan)  
233 1) Publishing 2) Yoshiro Yamashita (Japan) 3) Yomiuri Publishing Co.  
234 2) Dominik L.Burckhardt (USA) 3) Chr.Burckhard  
235 2) Ernst Keller (Switzerland)  
236 1) Medical Service 2) Tom Geismar & Ivam Chermayeff & Geismar Associates (USA) 3) Project (for a pharmaceutical company's hospital services)  
237 1) Tourism 3) Tutta Milano  
238 1) Raincoat Manufacturer 2) Giulio Confalonieri (Italy) 3) Ditta Impermeabili San Giorgio  
239 1) Religious Group 2) Fudolf Koch (Germany)  
240 1) Handbag Maker 2) William Metzsig (USA) 3) Deitch Brothers  
241 1) Pharmaceuticals 2) Elfriede Anderegg (Switzerland) 3) CIBA  
242 1) Manure 2) Erich Buchegger (Austria) 3) Vollhumon  
243 1) Milk Company 2) Ikko Tanaka (Japan) 3) Kyodo Nyugyo Co.  
244 1) Furniture Manufacturer 2) Percy Wenger (Switzerland)  
245 1) Restaurant 3) Rangetsu  
246 1) Fine Art Publisher 2) John Ciampi (Great Britain)  
247 1) Leather Company (Germany)  
248 2) Karl Heinz Dellbrugge (Germany)  
249 1) Toy Manufacturer 3) Franz Carl Weber  
250 1) Airline 2) David Collins (Great Britain) 3) Cyprus Airways  
251 1) Airline 2) Charles Loupot (France) 3) Project (Air France)  
252 1) Publisher 2) Celestino Piatti (Switzerland) 3) Artemis Verlag  
253 1) Oil Company 3) Mobil Sekiyu  
254 1) Publisher 3) Reader's Digest  
255 1) Distillery 2) Milner Gray & Design Research Unit (Great Britain) 3) W. & A.Gilbey Ltd.  
256 Information not available  
257 1) Publisher 2) Ladislav Sutnar (USA) 3) Golden Griffin  
258 1) Publisher 3) Kobunsha  
259 1) Beer Brewer-3) Kirin Beer  
260 2) Masaki Kaneda (Japan) 1969 3) Yosei-ken  
261 1) Oil Company 2) Mari Ohe (Japan) 1888 3) Japan Petroleum Co.  
262 1) Publishing: Series Symbol 2) George Giusti (USA) 3) Doubleday & Co.  
263 1) Airline 2) Theyre Lee-Elliott (Great Britain) 1932 3) British Overseas Airways Corp.  
264 1) Medical Society 2) E.J.Morrison Stewart & Morrison Ltd. & Eiko Pech (Canada) 3) The Canadian Arthritis and Rheumatism Society  
265 1) Broadcasting 2) Rudolph de Harak (USA) 3) National Association of Radio & TV Broadcasters.  
266 1) Airline 2) Jiri Rathousky (Czechoslovakia) 3) Project (Czechoslovak Airlines)  
267 2) Toshinobu Kobayashi (Japan) 1969 3) Gyoku Sei Do  
268 1) Maternity Hospital 2) E.J.Morrison & Hans Kleefeld (Canada) 3) G.T.Fulford Co.  
269 1) European Furniture 2) Kohei Miura & Jo Murakoshi (Japan) 3) Yukawa Salon  
270 1) Private Symbol 2) 3) Jiri Rathousky (Czechoslovakia)  
271 1) Airline 3) Japan Domestic Airlines  
272 1) Correspondence Course 3) Society Correspondence Education Course  
273 1) Store 3) Mcinerny  
274 1) Trading Stamp 3) Regiophil  
275 1) Savings Promotion Campaign for Employees 3) Long-Term Credit Bank of Japan  
276 1) Travel Bureau 2) Jim Miho (USA) 3) Kokusai International Travel  
277 1) Paper Manufacturer 2) Ronald Wilkinson (Great Britain) 1963 3) The Wiggins Teape Group  
278 1) Publisher 2) Stefan Bernacinski (Czechoslovakia) 3) Naszo Ksiegarnia  
279 1) Wine Making 2) Stephan Kantscheff (Bulgaria) 3) Vinzavod, Dragalevtzi (Sofia)  
280 1) Bank 2) González Ruiz & Shakespear (Argentina) 3) First National City Bank  
281 1) Consumer Products 2) Dixon & Parcels Associates Inc. (USA) 3) Pennsylvania Dutch Brand Products, Inc. Thomas J.Lipton, Inc.  
282 1) Transportation 2) Mei-Chung Tung (China) 3) Peace Transportation Co.  
283 1) Peace Corps 2) Morton Goldsholl Design Assoc. (USA)



- 3) Project
- 284 1) Paper Manufacturer 2) Jupp Ernst (Germany)
- 285 1) Insurance 2) Rolf Harder (USA) 3) Phoenix International Insurance Company
- 286 1) Campaign Symbol 3) Fujin Seikatsu Sha
- 287 1) Real Estate Broker
- 288 2) Walter Sauer (Germany)
- 289 1) Sightseeing Company 2) Goetz Neucke (Germany)
- 290 1) Bicycle Manufacturer 3) Sinya Kogyo
- 291 1) Oil Company 2) Soichiro Kojima (Japan) 1953 3) Maruzen Oil
- 292 3) Toyo Koatsu Kogyo
- 293 1) Type Foundry 2) Walter Diethelm (Switzerland) 3) Haas'sche Schriftgiesserei AG
- 294 1) Publisher 2) Raymond Gid (France)
- 295 1) Chalk Products 2) Hans Hartmann (Switzerland) 3) Kreidenfabrik Signa
- 296 1) Textile Company 2) Studio Coppola (Italy)
- 297 1) Publisher 2) Jerzy Cherka (Poland) 3) Iskry
- 298 1) Chicken Farm 2) Rolf Harder (Canada) 3) George Glenn Chicken Farm
- 299 1) Agricultural Machines Manufacturer 2) Dr. Hann (Germany)
- 300 1) Exhibition 2) Adolf Flueckiger (Switzerland) 3) Symbol for a Swiss Gastronomy Exhibition
- 301 2) Rose-Marie Joray (Switzerland) 3) Interessengemeinschaft Rienen
- 302 1) Beer Brewer 2) Milner Gray (Great Britain) 3) Courage & Barclay Ltd.
- 303 1) Pheasant Breeding Farm 2) Leone Sbrana (Italy) 1968 3) Collegalli Allevamento Fagiani Montaione
- 304 2) P.Haase (Germany)
- 305 1) Spinning Company 2) Tadeusz Grygiel (Poland)
- 306 1) Milk Products 2) Luc Van Malderen (Belgium)
- 307 1) Men's Clothing Manufacturer 2) Aldo Calabresi+ Studio Boggeri (Italy) 3) Tesom
- 308 1) Peacock Series of Books 2) F.H.K.Henrion (Great Britain) 3) Penguin Books Ltd.
- 309 1) Publisher 3) Jakob Schläpfer & Co., Ltd.
- 310 2) Hans Schleger (Great Britain) 3) Revin Co.
- 311 1) Publisher 2) Natsumi Mitamura (Japan) 1971 3) Project (Senshukai)
- 312 1) Publisher 2) Jiro Hayama (Japan) 1971 3) Project (Senshukai)
- 313 1) Stereotype and Photolithography Company 3) Henzi AG
- 314 1) Travel Agents 2) Marcello Minale+Brian Tattersfield 3) Swan's Tours
- 315 1) Advertising Agency 2) Heinz Schwabe (Germany)
- 316 1) Restaurant 3) Storchen
- 317 1) Sports Outfitters 2) Isa Hesse (Switzerland) 3) Marabu
- 318 1) Education Council 2) Celestino Piatti (Switzerland) 3) Evangelischer Kirchentag
- 319 1) Opera 2) Stephan Kantscheff (Bulgaria) 3) National Opera (Sofia)
- 320 1) Confectionery 2) Shigeji Kobayashi (Japan) 1970 3) Confectionery Matsushime
- 321 1) Airline 2) Jerry Hoff (USA) 3) Japan Air Lines
- 322 1) Electrical Products 2) Ablam Games (Great Britain 1959 3) Phenix Electrical Products
- 323 1) Employee Recruitment Agency 2) Yusaku Kamekura (Japan) 1961 3) Japan Recruit Center
- 324 1) Pharmaceuticals 2) Emiko Kuniga (Japan) 3) Nippon Shinyaku
- 325 1) Department Store 3) Nagasakiya
- 326 1) Transportation 3) Takao Tozan Dentetsu
- 327 1) Printing Company 3) E.Kreienbühl & Co. AG
- 328 1) Publisher 2) Toni Burghart (Germany) 3) Täuber & Sohn.
- 329 1) Fiber Manufacturer 2) Fritjof Pedersen (Sweden) 3) Bonving Skofabrik
- 330 1) Film Production 2) Neil Fujita (USA) 3) Pelican Films, Inc.
- 331 1) Air Freight Company 2) Erich Unger (Germany) 1963 3) Luftfrachtkontor
- 332 1) Publisher 3) Ullstein Bücher
- 333 1) Publisher 3) Heibonsha Publishers
- 334 1) Shooting Club 2) Atelier E.U.M.Lenz (Switzerland) 3) E.R.Vogenauer (Germany)
- 336 1) Symbol Mark for Magazine
- 337 2) Hermann Virl (Germany)
- 338 2) W.Hoelter (Germany)
- 339 1) Machine Manufacturer 2) Gunter (Germany)
- 340 1) Publisher 2) Dr. Hahn (Germany)
- 341 1) Chocolate Products 2) Max Koerner (Germany)
- 342 1) Pro Golf Tournament 2) Naoyuki Sato (Japan) 3) Golf Digest Sha
- 343 1) Bird Lovers' Association 2) Gerhard Kreische (Germany)
- 344 1) Radio Association 3) RAI
- 345 1) Salt Water Pool 2) Franz Hermann Wills (Germany)
- 346 1) International Congress 3) 3rd World Outdoor Advertising Congress
- 347 1) Credit Association 2) Hermann Bongard (Norway) 3) Bokreditt
- 348 1) Correspondence Seminar 3) Mitsubishi Trust Bank
- 349 3) TBS Broadcasting (Japan)
- 350 1) Power Company 3) National Electric Co.
- 351 1) Stocking Manufacturer 2) Martin Diethelm (Italy) 3) Hirwell
- 352 1) Comestics 3) Pola Cosmetics
- 353 1) Trading Company 2) Alfons Grimm (Switzerland) 3) Swansdown Co.
- 354 1) Plastic Surgeon 2) Jan Hollender (Poland) 3) Slendaire
- 355 1) Restaurant 3) Tokyo Kaikan
- 356 2) Robert Pease (USA) 3) Park Bellevue/Lake Merritt
- 357 1) Wool Yarn Company 2) Hans Ernst (Switzerland)
- 358 1) Airline 2) Otto Firl (Germany) 1919 3) Lufthansa
- 359 1) Film Producer 2) Gips & Dannel (USA) 3) Falcon International
- 360 1) Emblem of a City 2) National Art Institute at Urbino (Italy) 3) Project (Urbino)
- 361 1) Insurance Company 2) Chermayeff & Geismar Associates (USA) 3) American Republic Insurance Co.



- 362 1) Bank 2) Sandgren & Murtha, Inc. (USA) 3) National Bank of North America
- 363 1) Postal Service 2) Raymond Loewy/William Snaith, Inc. (USA) 3) United States Postal Service
- 364 1) Fiber Manufacturer 2) Eugen & Max Lenz (Switzerland) 3) Legler Textilunterrehmen
- 365 1) Symbol of Project Earning Power 2) Ed Bedno (USA) 3) U.S. Government
- 366 Information not available
- 367 1) Travel Association 2) Honneger & Lavator (Switzerland)
- 368 1) Printing Company 3) Master-Eagle Corp.
- 369 1) Publisher 2) Hans Schleger & Assoc. & Rosemary Fry (Great Britain) 3) Penguin
- 370 2) Anton Stankowsky (Germany)
- 371 1) Industrial Fair 2) Hermann Eidenbenz (Switzerland) 3) Swiss Industries Fair
- 372 1) Airline 2) Otto H. Treumann (Netherlands) 3) Israel Airline
- 373 2) Donald, Brun (Switzerland) 3) Pro Infirmis
- 374 1) Exhibition
- 375 1) Waterproof Goods 2) Studio Boggeri (Italy)
- 376 1) Fishery 2) Ernst Roch (Canada) 3) Okeefe's Fisheries
- 377 1) Fish Processor 2) Klaus Winterhäger (Germany) 3) Firma Cürten
- 378 1) Printing Company 2) Peter Läderach (Switzerland) 3) B. Fischer AG
- 379 1) Water Sports 2) Stephan Kantscheff (Bulgaria) 3) Fotografie
- 380 1) Fishery 2) Stephan Kantscheff (Bulgaria) 3) Slavyanka
- 381 1) Trading Company 2) Eugen & Max Lenz (Switzerland) 3) Motor Company
- 382 1) Fishery 2) Gerhard Kreische (Germany)
- 383 1) Cannery 2) Vittorio Antinori (Italy) 1963 3) Amore & Pollastrini
- 384 1) Publisher 2) Wolf D. Zimmermann (Germany) 3) S. Fischer Verlag
- 385 1) Underwater Fishing Equipment 2) Stephan Kantscheff (Bulgaria) 3) Sadala (Bourgas)
- 386 2) Draeger & René Toutain (France) 3) Project
- 387 2) Luk Mestagh (Belguim) 3) Korrekel der. Bruges
- 388 1) Glass articles 2) Waertsila Notzjoe (Finland)
- 389 1) Aquarium Products 2) Adrian Loos Design Studio (USA) 1971
- 390 1) Shoe Manufacturer 2) Hermann Eidenbenz (Switzerland) 3) Dolphin Shoes
- 391 2) Walter Sauer (Germany) 3) Fishers Association
- 392 1) Yacht Club 2) Yusaku Kamekura (Japan) 3) Aburatsub Yacht Club
- 393 1) Pottery 2) Erberto Carboni (Italy) 3) Ceramiques Laveno
- 394 1) Fishery 2) Kurt Tillessen (Germany)
- 395 1) Timber 2) Heinz Renz (Germany) 3) Ernst Fisch Timber Company
- 396 1) Fishery Coop 2) Ryszard Dudzicki (Poland)
- 397 1) Publication Series 2) George Giusti (USA)
- 3) Doubleday & Co.
- 398 1) Aquarium 2) Chermayeff & Geismar (USA) 1965 3) New England Aquarium
- 399 1) Air Pump Manufacturer 2) Eckstein-Stone Inc. (USA) 3) Tropical Air Pump Mfg. Corp.
- 400 2) Jupp Ernst (Germany)
- 401 1) Fishery 2) Joseph Binder (Germany) 3) Montreal Fishing Co.
- 402 1) Fish Canning 2) Bror B. Zetterborg (Finland) 3) Turun Kala Oy
- 403 1) Fresh Fish Retailers 2) Hans Schleger (Great Britain) 3) Mac Fisheries
- 404 1) Fishery 2) Hans Schleger (Great Britain)
- 405 2) Jörg Hermie (France) 3) Pompes Waquier
- 406 1) Food Company 2) Meier Menzel (Germany)
- 407 1) Owner's Signet for a Book 2) Rene Althaus (Switzerland)
- 408 1) Department Store 2) Seymour Chwast & Milton Glaser (USA) 3) Franklin Simon (New York)
- 409 1) Insectorium 3) Tama Zoo (Tokyo)
- 410 2) Jac. Gorter (Netherlands) 3) Nobo Banketfabrieken NV, Ede
- 411 1) Silk and Poplin Products 2) Louis le Brocquy, D. Litt (Irish Republic) 3) Irish Silk Poplin
- 412 1) Confectionery 2) Charles Dean (USA)
- 413 1) Milk Company 3) Meiji Nyugyo
- 414 Information not available
- 415 2) Goetz Neuke (Germany)
- 416 1) Bank 2) Robert Geisser (Switzerland) 3) Krefina Bank
- 417 2) Yusaku Kamekura (Japan) 1968 3) Project (Showa Denko)
- 418 1) Publisher 2) Hiroyasu Kusuhara (Japan) 1971 3) Project (Senshukai)
- 419 1) Advertising Agency 2) Gene Federico (USA) 3) Benton & Bowles Inc.
- 420 1) Insecticides 2) Yasaburo Kuwayama & Tadamichi Takeyama (Japan) 3) Nissan Kagaku
- 421 1) Pencils 2) Takashi Kono (Japan) 1927 3) Tombow
- 422 1) Restaurant 2) Milton Glaser & Push Pin Studios, Inc. (USA) 3) L'Escargot d'Or
- 423 1) Design Studio 2) Shigeru Nakai (Japan) 3) Adhcase Inc.
- 424 2) Goetz Neucke (Germany)
- 425 2) Ken Parkhurst (USA) 3) Snowmass-at-Aspen
- 426 1) Perfume 2) Jacques Nathan-Garamond (France) 3) Lita SA
- 427 1) Cosmetics 2) Karol Sliwka (Poland) 1970
- 428 1) Art Gallery 2) David L. Burke (USA) 3) Kovler Gallery
- 429 1) Blind Tooling for Book Covers 2) Hiromu Hara (Japan) 1967 3) Asahi Shimbun Publishing Co.
- 430 1) Leden Pipe Products 2) Roger Geiser (Switzerland) 3) Joseph Diemand
- 431 1) Lodge 2) G. Dean Smith (USA) 3) Yosemite Lodge
- 432 2) Fred Murer (Switzerland) 3) Flüchtlingshilfe
- 433 1) Exhibition of Flowers 2) Jan Rajlich (Czechoslovakia)



- 434 1) Special Steel Maker 2) Rolf Lagerson & Stig Bark (Sweden) 3) Gense
- 435 1) Landscape Nursery 2) Roger-Virgile Geiser 3) Alfred Etter
- 436 1) Fertilizer 2) Yasaburo Kuwayama+Tadamichi Takeyama (Japan) 3) Nissan Kagaku
- 437 1) Publishing 2) Romulo Maccio (Argentina) 3) Mirasol Libros
- 438 1) Flower Park 2) Morten Peetz-Schou 3) The Vall of Castle Flower Park
- 439 1) Resort Services 3) Inter Island (Hawaii)
- 440 1) International Exposition 2) Takeshi Ohtaka (Japan) 3) EXPO '70
- 441 1) Tourist Services 3) Inter Island (Hawaii)
- 442 2) June Fraser+Design Research Unit (Great Britain) 3) Finlay Shields
- 443 1) Publisher 3) Encyclopedia Britannica Inc.
- 444 1) Seed Company 2) Jobst Kuch 3) Andrea
- 445 1) Bible Association 2) Anton Stankowski (Germany) 3) Wuertenberg Bible Association
- 446 1) Artificial Flower Maker 2) Gerd Leufert (Venezuela) 3) Floron
- 447 1) Symbol of Shop 2) Shuji Torigoe (Japan) 1970 3) Toko Store Family Rosa
- 448 1) Department Store 2) Renzo Yamazaki (Japan) 1959 3) Takashimaya
- 449 1) Shop 2) Shuji Torigoe (Japan) 3) Toko Store Co., Ltd.
- 450 1) Official mark for 100th Anniversary 2) Tadashi Ohashi (Japan) 3) Japanese Government
- 451 1) Bank 2) Tadashi Ohashi (Japan) 3) Kyowa Bank
- 452 1) Cosmetics 2) Nobuyuki Fukuhara (Japan) 1915 3) Shiseido
- 453 1) Wine Wholesaler 2) Philipp Seitz (Switzerland)
- 454 1) Wine Importer 2) Klaus Grözinger and Klaus Nothdurft (Germany) 3) Project
- 455 1) Record Company 2) Leo Monahan (USA) 3) Eden Records
- 456 1) Cannery 2) Verbena Rebora+Ennio Lucini (Italy) 3) Ligure Lombarda
- 457 1) Candied Fruits Factory 2) Stephan Kantscheff (Bulgaria) 3) Dunavia-Rousse
- 458 1) Candied Fruits Factory 2) Stephan Kantscheff (Bulgaria) 1965 3) Yagoda-Yambol
- 459 1) Fruit Importer 2) Hermann Kosel
- 460 2) Walther Bergmann (Germany)
- 461 1) Brewing 2) Gerd Leufert (Germany)
- 462 1) Chemical Fertilizer 2) Mei-Chung Tung (China) 3) Tai Yang Fertilized Co., Ltd.
- 463 2) Pat Keely (Great Britain)
- 464 1) Printing Company 2) Philipp Seitz (Germany)
- 465 2) Anton Stankowsky (Germany)
- 466 1) Ski Village 2) Ken Parkhurst (USA) 3) Vermonst Ski Village (Canada)
- 467 1) Importers of Furniture, Glass, Cutlery, etc. 2) Hans Schleger (Great Britain) 3) Finmar Limited
- 468 1) Manure Products 2) Ruth Gill+Roger Phillips+Mather & Crowther Design Group (Great Britain) 3) Fisons Horticulture Limited
- 469 1) Manure Products 2) Chris Yaneff+Chris Yaneff Ltd. (Canada) 3) Fisons Canada Ltd.
- 470 2) Barbara Stauffacher (USA)
- 471 1) Construction Company 2) Rudolph de Harak (USA) 3) Ballard Todd & Shibbe
- 472 1) 25th Anniversary Commemoration of the United Nations 2) S.Neil Fujita (USA) 3) New York City
- 473 2) Walther Bergmann (Germany)
- 474 1) Kindergarten 2) Gerd Leufelt (Germany)
- 475 1) Youth Hostel 2) Helmuth Kurtz (Switzerland) 3) Jugendstätte Gtelligut
- 476 1) Paper Products 2) G.Dean Smith (USA) 3) Boise Cascade Corporation
- 477 2) Gerhard Hauptmann (Germany)
- 478 1) Hotel 2) Taijiro Nakayama (Japan) 3) Haruyama Hotel
- 479 3) American Living Cooperation Association
- 480 1) Industrial Supplies 2) Dentsu (Japan) 1967 3) Itoman
- 481 1) Bank 3) Bank of New Hampshire
- 482 1) Bank 2) Shigeo Fukuda (Japan) 1969 3) Hokkaido Takushoku Bank
- 483 1) Hotel 2) Hans Hartmann (Switzerland) 3) Parkhotel Adelboden
- 484 1) Insurance Company 2) Lilly Fritz (Canada)
- 485 3) Aktion <Gesunde Volk> (Switzerland)
- 486 1) Wood working Machinery 2) Klavs Winterhäger (Germany) 3) C.Feldmann
- 487 1) Investment Firm 2) Daniel Maurel (France) 1969 3) Credit Lyonnais
- 488 1) Bank 2) Leo Duerr (USA) 3) Redwood National Bank
- 489 1) Paint Manufacturer 2) Franco Maria Ricci (Italy) 3) Totem Lack Farben
- 490 1) Religious Association 2) Robert Pease (USA) 3) The Marin Jewish Community Center
- 491 1) Candy Manufacturer 2) Morton Goldsholl Design Associates (USA) 3) Orchard Hill Farms Candy Co.
- 492 2) Abram Games (Great Britain) 1956
- 493 2) Abram Games (Great Britain) 1955
- 494 1) Trust Company 2) Paul Asal (Switzerland)
- 495 1) Hotel 2) Ronald Armstrong+Design Research Unit (Great Britain) 3) Oddenino's Property & Investment Co. <Royal Garden Hotel (London)>
- 496 1) Camping Ground 2) G.Dean Smith (USA) 3) Tolumne Meadows and High Sierra Camps.
- 497 1) Landscape Gardening 2) Luc Van Malderen (Belgium) 3) Jean Delogne (Brussels)
- 498 1) Consumers' Association 2) Hansruedi Erdmann (France)
- 499 1) Publisher 2) Yasumasa Yoshioka (Japan) 3) Senshukai
- 500 2) Clarence Lee (USA) 3) Paradise Park.
- 501 1) Coral Sales Company 2) Joseph Binder (Germany)
- 502 1) Passenger Liner 3) Coral Princess
- 503 1) Ministry of Agriculture 2) Nedo Mien Férrario (Venezuela) 3) Ministerio de Agricultura y Cria
- 504 1) Retail Chain 2) Shuji Torigoe (Japan) 1970 3) Tokyo Store Co., Ltd.
- 505 1) Municipal Sanitation Trucks 2) Tatsuhito Yamamoto



- (Japan) 1970 3) Tokyo Metropolitan Office
- 506 1) Association 2) Dixon & Parcels Associates Inc. (USA) 3) National Arborists Association
- 507 1) Pharmaceuticals 2) G.F.Schmidt
- 508 1) Plantation 2) Clarence Lee (USA) 3) Coconut Plantation
- 509 1) Lottery 3) Switzerland National Lottery
- 510 1) Insignia for Saving Association 2) Yoshio Hayashi (Japan) 3) Agricultural Cooperation Association
- 511 2) G.Dean Smith (USA) 3) Curry Village
- 512 1) Hotel 2) G.Dean Smith (USA) 3) Wawona Hotel
- 513 1) Airline 3) Air Canada
- 514 1) Shopping Center 2) Saul Bass & Assoc. (USA) 3) Oakbrook Terrace Shopping Center
- 515 1) Woolens 2) Olle Eksell (Sweden) 3) Svenska Yllehuset
- 516 3) Centro Fly Casa
- 517 1) Production of Weekend Houses 2) Jan Rajlich (Czechoslovakia)
- 518 1) Exhibition Rental Company 2) Paul Bühlmann (Switzerland) 3) Hunziker
- 519 1) Show Signs 2) Rüdiger Nüssler (Germany) 3) Berliner Bauwochen
- 520 1) Building Advisory Council 2) Patrick Scott, Signa Ltd. (Ireland) 3) The National Building Advisory Council
- 521 1) House Building Company 2) Kenichi Yoshioka (Japan) 3) Sanwa Sogo Tatemono Co.
- 522 2) Philip Draggan 3) Project
- 523 1) Direct Mail Firm 2) Gérard Clerc+Daniel Maurel (France) 1970 3) Bottin Addresses
- 524 1) Building Company 2) Francis R.Esteban (USA) 3) Steel Corporation
- 525 1) Photography 2) Tom Woodward (USA) 3) Halftone House
- 526 1) Children's Clothing Manufacturer 3) Otogi no kuni (Japan)
- 527 1) Life Insurance Company 2) Harold F.Walter (USA) (Japan) 3) Chicago National Life Insurance Company
- 528 1) Condominium 2) Yasu Nakajima (Japan) 1968 3) Daiei Residence
- 529 1) Print and Printing Goods Company 3) Cell AG
- 530 1) Farm 2) Peter Hatch (USA) 3) Dick Merricks Farm
- 531 1) Industrial Arts 2) Syozi Murao (Japan) 1968 3) Paris Industrial Arts
- 532 1) Publication 2) Larry Klein (USA) 3) Canadian Building News
- 533 1) Tearoom 2) Mitsuo Ishida (Japan) 1970 3) Giraud
- 534 1) Irish-style Restaurant 2) Do Weller (USA) 3) O'Shaughnessy's
- 535 1) Book Emblem 2) Gerhard Kreische (Germany)
- 536 2) Benno Wissing (Netherlands) 3) Aviso N.V.S.A.
- 537 1) German National Railways 2) Karl Oskar Blase (Germany) 3) Project
- 538 1) Truck Rental Firm 2) Lilly Fritz (Canada)
- 539 1) Traffic Office 2) Dr.Hahn (Germany)
- 540 1) Tourist Bureau 2) Into Mojen (Italy) 1970 3) Editour
- 541 2) Studio Boqgeri (Italy)
- 542 1) Publisher 2) Peter Schifferli (Switzerland) 3) Die Arche
- 543 1) Scandinavia 3) Scandinavia Pavilion
- 544 1) Automobile Insurance 3) Latina
- 545 1) Cultural Center 3) Polynesian Cultural Center (Hawaii)
- 546 1) Publisher 3) Longman Group Ltd.
- 547 2) Theo Manson (Italy) 1968 3) Rhodiatocce S.P.A.
- 548 1) Paint Company (Great Britain)
- 549 1) Ship's Registration and Shipbuilding Inspection 2) Josef Týfa (Czechoslovakia) 3) Lodni Register (Prague)
- 550 1) Brewer 2) Emil O Biemann (Canada) 3) Molson's Brewery Ltd.
- 551 1) Airline 2) Lippincott & Margulies Inc. 3) Eastern Air Lines
- 552 1) Model Airplane Products 2) Marcel Wyss (Switzerland) 3) Tanner
- 553 1) Knitting Wool 2) Carlos Rolando (Spain) 1971 3) Técnicas de Comunicación S.A.
- 554 1) Chemical Industry 2) Walter Allner (USA) 3) Reichhold Chemicals
- 555 1) Chemicals 2) Lester Beall (USA) 3) Rohm and Haas
- 556 1) Chemical Laboratories 2) J.Anon (USA)
- 557 1) Pharmaceuticals 2) Stephan Lion (USA) 3) Hoffman La Roch Inc.
- 558 1) Pharmaceuticals 3) Funai Yakuhin (Japan)
- 559 1) Glassware Manufacturer 2) Bertil Anderson-Bertilson (Sweden) 3) Bodo Glasbruk
- 560 1) Paper and Pulp Manufacturer 2) Ernst Roch (Canada)
- 561 1) Pharmaceutical Research 2) Randall R.Roth (USA) 1963 3) Bio-Toxicological Research Inc.
- 562 1) Gallery 2) Kazumasa Nagai (Japan) 1970 3) Saikodo
- 563 1) Travel Bureau 2) Stanislav Kovař (Czechoslovakia) 3) Čedok Travel Agency
- 564 1) Earthenware Manufacturer 2) Ryoichi Yamashiro (Japan)
- 565 2) Primo Angeli (USA) 3) Bio Science Laboratories
- 566 1) Brewer 2) Franz Hermann Wills (Germany)
- 567 2) Celestino Piatti (Switzerland) 3) Kinderhilfe
- 568 1) Beer Half 2) Hideyasu Yago (Japan) 1969 3) Sapporo Kyoei Co., Ltd.
- 569 1) Bakery 2) Michael Russell & Allied Industrial Designers Ltd. (Great Britain) 3) Lyons Bakery
- 570 1) Pharmaceuticals 2) Ian Bradberry (Great Britain) 3) Richard Douglas
- 571 1) Medicines 2) Woudhuysen Design Group (Great Britain) 3) Barnes Ltd. (London)
- 572 2) Robert Perrit & Design Research Unit (Great Britain)
- 573 1) Chocolate 2) Meier Menzel & Gatz (Germany)
- 574 1) Beer Brewer 2) Milner Gray & Design Research Unit (Great Britain) 3) Watney Mann Limited
- 575 1) Paints 2) Saul Bass (USA) 3) W.P.Fuller & Company
- 576 1) Pepper Products 2) Dr.Hahn (Germany)
- 577 1) Writers Society 2) Peter Bradford (USA) 3) Urban Writers Society
- 578 2) Theodore Stamatakis (France) 3) Belle épine



- 579 1) Paper Company 2) Chermayeff & Geismar Associates (USA) 3) Central National Corp.
- 580 1) Paper Manufacturer 2) Carl Swann (Great Britain) 3) Combination Paper Manufacturers
- 581 1) Blind Tooling for Book Covers 2) Hiromu Hara (Japan) 1968 3) Heibonsha Publishers
- 582 1) Symbol of Specially Selected Goods 2) Shigeo Fukuda (Japan) 3) Toyoko Department Store
- 583 2) Gerard Wernars (Netherlands) 3) Ten Cate
- 584 2) Robert Miles Runyan (USA)
- 585 1) Ministry of Light Industry 2) Witold Surowiecki (Poland)
- 586 1) International Specialty Exhibition 2) Peter Wehe (Germany) 3) Intergastra
- 587 1) Gold Ribbon Grand Prix of Packaging 2) Daniel Maurel (France) 1969 3) 3M Company
- 588 1) Children's Clothing Manufacturer 2) Yusaku Kamekura (Japan) 3) Project (Child)
- 589 1) Textile Industry 2) Alan Peckolick (USA) 3) Klopman Mills
- 590 1) Mountaineering and Guide School 2) G. Dean Smith (USA) 3) Yosemite Mountaineering and Guide School
- 591 1) Interior Designer 2) Walter Herdeg (Switzerland)
- 592 2) Peter Ray (Great Britain) 3) The Turks Head
- 593 1) Spinning and Weaving Industry 2) Studio Boggeri (Italy) 3) Cantoni
- 594 1) Fiber Factory 2) Stephan Kantscheff (Bulgaria) 3) Vetreno-Marika
- 595 1) Synthetic Fiber Manufacturer 2) Heinz Schwabe (Germany)
- 596 1) Textile Company 2) Curt Dahlen (Switzerland) 1965 3) Rydboholms AB
- 597 1) Felt for Paper Production 2) Hermann Bongard (Norway) 3) Den Norsks Papitiltfabrik
- 598 1) Hemp & Linen Dealers 2) Hermann Eidenbenz (Switzerland) 3) Halag
- 599 1) Tailors' Association 2) Karol Sliwka (Poland) 3) Schneidergenossenschaft
- 600 2) Romulo Maccio (Argentina) 3) Muestras S.A.
- 601 1) Dressmaker 2) Olle Eksell (Sweden) 3) Melka AB
- 602 1) Fabrics for Clothes 2) Josef Autherid (Austria)
- 603 1) Clothing Shop 2) Herbert Leupin (Switzerland) 3) Andre
- 604 1) Laundry Service 2) J. Edward Sander Associates (Great Britain) 1963 3) Lyndale Laundries Ltd.
- 605 1) Synthetic Fiber 3) Teijin
- 606 1) Medicines 3) Chotaro Arakawa
- 607 1) Discount Store 2) Randall R. Roth (USA) 1963 3) Discount King
- 608 1) Boutique 2) Adrian Frutiger (France) 3) Boutique du Paris Royal
- 609 1) Dressmaker 2) Moritz S. Jaggi (Switzerland) 3) Herren-Globus
- 610 2) Kunstgewerbeschule, Basel
- 611 1) Hotel 3) Crown Hotel
- 612 1) Paint Products 2) Dickens Design Group (USA) 3) Cook Paint and Varnish Co. (Kansas City)
- 613 1) Department Store 2) Yoshio Yahashi (Japan) 3) Keio Department Store
- 614 1) Products 2) Goetz Neucke (Germany)
- 615 1) Pharmaceuticals 2) Ayao Yamana (Japan)
- 616 1) Bakers and Confectioners Guild 2) Hermann Bongard (Norway) 3) The Bakers and Confectioners Guild in Oslo
- 617 1) Steamship <Oriana> 2) Milner Gray & Design Research Unit (Great Britain) 3) P. & O. Orient Lines
- 618 1) Packaging Competition 2) Hans-Werner Manko (Germany) 3) Deutscher Packungs-Wettbewerb
- 619 1) Paper Products 2) Jacques Nathan-Garamond (France)
- 620 1) Show Signs 2) Crosby/Fletcher/Forbes (Great Britain) 3) British Weeks
- 621 1) Pen Maker 2) Ernst Roch (Great Britain) 3) Bird Pen
- 622 1) Design Studio 2) Christine & Ingo Friel (Germany) 3) Studio Freil
- 623 1) Stationery 2) Hermut Kurz (Switzerland) 3) Fisher
- 624 1) Design Studio 2) 3) Adrian Loos Design (USA)
- 625 1) Design Studio 2) Reymond Lee (Canada) 3) Reymond Lee & Assoc. Ltd.
- 626 1) Show Signs 2) Jupp Ernst (Germany) 3) Symbol for the International Exhibition of Canadian Commercial Art.
- 627 1) Design Studio 2) 3) Werbegraphik-Ausbildung (Great Britain)
- 628 1) Union 2) Geo Mayhew (Great Britain) 3) Sign & Display
- 629 1) Pencil Manufacturer 2) Anton Metchknev (Bulgaria) 3) Hemus
- 630 2) Åke Carling (Sweden) 3) Svenska Affischteknare
- 631 1) North Europe Association of Painters
- 632 1) Training Section of the Building Employers Association 2) Lars Bramberg (Sweden) 3) The Swedish Building Employers Association
- 633 1) Paint Products 2) Morton Goldsholl (USA) 3) Martin Senour Co.
- 634 1) Paint Manufacturer 2) Sori Yanagi (Japan) 1961
- 635 1) Manufacturers of Flexible Tube Containers 2) Steve Madden (USA) 3) Vynite
- 636 1) Publisher 2) Bruno Binosi (Italy) 3) Project (Arnoldo Mondadori)
- 637 1) Book Fair 2) Benson Crane (USA) 1971
- 638 1) Information Center 2) Tadeusz Cialowioz (Poland) 3) Wissenschaftlich-Technisches Informationszentrum
- 639 1) School 2) Sandgren & Murtha, Inc. (USA) 3) Horace Mann
- 640 1) Group 2) Andreas Lerner (Germany) 3) Reading Circle
- 641 1) Church 2) Bill Hyde (USA) 3) Presbyterian Church
- 642 1) Book Shop 2) Albe Steiner (Italy) 3) Libra
- 643 1) Book Shop 2) Jost Hochuli (Switzerland) 3) Fehr'sche Buchhadlung
- 644 1) Pocketbook Store 2) Jost Hochuli (Switzerland) 3) Fehr'scher Buhhandlung
- 645 1) Library 2) Willam Wondriska (USA) 3) Watkinson Librar
- 646 3) 1. Prospekt-Wettbewerb 1966
- 647 1) Shoe Exporter 2) Per Einar Egger (Norway) 3) Joseph Diemand



- 648 2) Piero Fornasetti (Italy) 3) Ditta Fornasetti
- 649 1) Publisher 2) June Fraser+Design Research Unit (Great Britain) 3) Hodder Publications Ltd.
- 650 1) Paper Merchant 2) Eugen and Max Lenz (Switzerland) 3) Lietrantengemeinschaft der Papeteriebranche
- 651 1) Metal Foundry 2) H. Spiegelberg (Switzerland)
- 652 1) Welfare Movement in Winter 2) Robert S. Gessner (Switzerland)
- 653 1) Advertising Agency 2) Morihiko Iwamoto (Japan) 3) Sanko sha
- 654 1) Restaurant 2) Shigeji Kobayashi (Japan) 1965 2) Hakkai
- 655-6 1) Electric Bulb Manufacturer 2) A Student of Kungstgewerbeschule Basel 3) Osram Lampen Nn
- 657 1) Hair Dressing Supplies 2) Alvin Lustia (USA)
- 658-9 2) Meier Menzel & Gatz (Germany)
- 660 1) Cutlery Manufacturer 3) Felix Gloria-Werk (the present)
- 661 1) Metallic Fitting Manufacturer 3) OESCH
- 662 1) Screw Maker 2) Herbert Leupin (Switzerland)
- 663 1) Screw Maker 2) A Student at Kunstgewerbeschule, Basel
- 664 1) Car Repair Workshop 2) Jan Rajlich (Czechoslovakia)
- 665 1) Electric Appliance and Machinery Industry 3) Toshiba Electric Co.
- 666 1) Construction Materials 2) Hans Hartmann (Switzerland)
- 667 1) Film Production 2) Josef Grabner (Switzerland) 3) Filmo
- 668 1) Electrical Appliance Company 2) Marcel Wyss (Switzerland) 3) Project (Electrolux International)
- 669 1) Electrical Appliance Company 2) Hansruedi Widmer (Switzerland) 3) Project (Electrolux International)
- 670 1) Electrical Appliance Company 2) Hans Wydler (Switzerland) 3) Project (Electrolux International)
- 671 1) Electrical Appliance Company 2) Ernest Witzig (Switzerland) 3) Project (Electrolux International)
- 672 1) Electrical Appliance Company 2) Otto Kramar (Switzerland) 3) Project (Electrolux International)
- 673 1) Mark of Quality Standard
- 674 1) Food Industry 3) Hokuyo
- 675 1) International Trade Fair 2) Steve Madden (USA) 3) California International Trade Fair
- 676 1) Industrial Art Exhibition 3) The Prospectus of the Industrial Art Exhibition
- 677 1) Mineral Water 2) Joseph Binder (Germany)
- 678 1) Restaurant 2) Adrian Loos (USA) 3) Nine Muses Restaurant
- 679 1) Advertising Agency 3) Gebr Schellenberg
- 680 1) Telephone & Telegraph Office 2) Saul Bass (USA)
- 681 1) Broadcasting 3) RAI
- 682 1) Chocolate 2) Meier Menzel+Gatz (Germany)
- 683 1) Archery Equipment 2) Porter, Goodman & Cheatham 3) Ben Pearson
- 684 1) Broadcasting 2) Stephan Kantscheff (Bulgaria) 3) Bulgarische Television-Gesellschaft
- 685 1) TV Quiz Program 2) Heinz Waibl (Italy) 3) Radio-televisione Italiana
- 686 1) Music Association 2) Michel Olyff (Belgium) 3) Societe Philharmonique de Bruxelles
- 687 1) Orchestra 2) Werner Epstein (Israel) 3) Palestine Orchestra
- 688 1) Festival Hall 2) F.H.K. Henrion (Great Britain) 3) Royal Festival Hall
- 689 1) Record Company 2) Daniele Baroni (Italy) 1970 3) Sansoni Accademia editori
- 690 2) Ed Kysar (USA) 3) Klein & Barzman
- 691 1) Watch Association (Switzerland)
- 692 1) Publisher 2) Giulio Confalonieri (Italy) 3) Ditta Levici Editori
- 693 1) Festival 2) Nicholas Jenkins 3) Bath Festival 1969
- 694 1) Postal Service 3) Deutschen Bundespost
- 695 1) Trading Stamp 3) Subscription (Regiophil)
- 696 1) Bank 2) Bror B. Zetterborg (Finland) 3) Post Office Savings Bank
- 697 1) Design Prize 2) Albe Steiner (Italy) 3) La Rinascente
- 698 1) Exporter 2) Paul M. Levy (USA) 3) Abra Export Co., Inc.
- 699 2) Walter Leonhalt (Germany)
- 700 2) Errel (Israel) 3) Government of Israel
- 701 2) Pharmaceuticals 2) Hiroshi Ohchi (Japan) 3) Ichioka Pharmacy
- 702 1) Mark for Pipe Structural Systems 3) Asahi Glass <abstracta>
- 703 1) Blind Tooling for Book Covers 2) Hiromu Hara (Japan) 1969 3) Insatsu Gakkai Shuppanbu
- 704 1) Chair Manufacturer 2) Dr. Hahn (Germany)
- 705 2) Goetz Neucke (Germany)
- 706 2) Key Manufacturer 3) Meier Menzel & Gatz (Germany)
- 707 2) Honneger & Lavater (Switzerland)
- 708 1) Textile Manufacturer 3) Kawashima Textile Mills
- 709 1) Sports Supplies Company 2) Eugen Jordi (Switzerland) 3) Vaucher
- 710 1) Airline 2) F.H.K. Henrion (Great Britain)
- 711 2) Felix Muckenhirn (USA) 1970 3) Felix & Zita Muckenhirn
- 712 1) Steamship Company 2) Peter Hatch Partnership+T. Jaques (Great Britain) 3) Blue Funnel Line
- 713 1) Baseball Commissioner 2) Jack Werner (USA) 3) The Office of the Commissioner of Baseball
- 714 1) Tennis Club 2) Benson Crane (USA) 1971
- 715 1) Boat Club 2) Edger Kung (Switzerland) 3) Lucerne Boat Club
- 716 2) Hansruedi Scheller (Switzerland) 1965 3) F.I.S.A
- 717 1) Paper Manufacturer 2) Morton Goldsholl Design Assoc. (USA) 3) Munising Paper Company
- 718 1) Public Relations Firm 2) Do Weller & Dennis Juett (USA) 3) Semper/Moser & Associates
- 719 1) Photo Studio 3) B/N & C
- 720 1) Telecommunications Equipment 2) Anton Stankowsky (Germany) 3) Standard Elektrik Lorenz AG.
- 721 1) Aluminium Rolling Manufacturer 2) Tom Schell (Canada)
- 722 1) Paper Products 2) Francis R. Esteban (USA) 3) Scott Paper Company



- 723 1) Printing Company 2) 3) Lewis M. Allen (USA)
- 724 1) Chemical 2) Charles Mcmrray+FGomez & Latham Tyler & Jensen Inc., (USA) 3) Archer Daniels Midland Company
- 725 1) Land Development 2) John R. Rieben (USA) 1971 3) Land Development
- 726 1) Broadcasting 2) Chris Yaneff+Fred Gotthans (Canada) 3) Rogers Broadcasting Ltd.,
- 727 1) Trade Commission 2) George Him (Great Britain) 3) Australian Trade Commission
- 728 1) Electrical Appliances Company 2) Sunwave (Japan) 1964
- 729 1) Foods (Hawaii Fortune) 2) Peter Graef (USA) 3) Castle & Cooke, Inc.
- 730 1) Hotel 3) Hotel New Otani
- 731 1) Gasoline Sales Company 2) Ikko Tanaka (Japan) 3) Kyodo Oil Co., Inc.
- 732 1) Pharmaceuticals 2) Tsung-Yi Lu (China) 3) Sun Laboratories. Ltd.
- 733 1) Designer & Associates 2) Thomas Laufer (USA) 3) San Francisco Seven
- 734 1) Bank 2) Yoshio Hayasi (Japan) 3) Zyoyo Bank
- 735 1) Bank 2) Yusaku Kamekura (Japan) 1968 3) Taiyo Bank
- 736 1) Bank 2) Gérard Miedinger (Switzerland) 3) Export Bank
- 737 1) Milk Company 3) Morinaga Dairy Company (Japan)
- 738 1) Oil Company 3) Yoshihara Oil Company
- 739 1) Food Industry
- 740 1) Electrical Appliance and Machinery
- 741 3) Ilford
- 742 1) World Power Conference 2) Yusaku Kamekura (Japan) 3) Japanese National Committee of World Power Conference
- 743 1) Skin Cream 2) Morton Goldsholl Design Associates (USA) 3) Miles Laboratories, Inc.
- 744 1) Trademark 2) Albe Steiner (Italy) 3) Camadis S.p.A
- 745 1) Trailer Products 2) Louis Danziger (USA) 3) Sun-dormer International
- 746 1) House for Rent 2) Churchill & Holmes (Great Britain) 3) Rentavilla
- 747 1) Clothing Wholesaler 2) Yusaku Kamekura (Japan) 3) Kinyo
- 748 1) Cigarettes 2) Walter Landor Assoc. (USA) 3) Oro Cigarettes (Mexico)
- 749 1) Publisher 2) Rudolph de Harak (USA) 3) Taschenbücher McGraw-Hill Book Co.
- 750 1) Publisher 2) Pierre Comte (France)
- 751 1) Earthenware Design Seal 2) L. Sturme (Italy) 3) La Rinascente/UPIM
- 752 1) Typewriters 2) Giovanni Pintori (Italy) 3) Olivetti
- 753 1) Beer 2) Raymond Lowey (USA) 3) Asahi Beer
- 754 1) Real Estate 3) Nomura Real Estate Company
- 755 1) Broadcasting 2) John Alcorn (USA) 3) CBS
- 756 1) Rubber Company 2) Tokyo Planning (Japan) 1963 3) Kohshin Rubber
- 757 2) Hans Schleger (Great Britain)
- 758 1) Publisher 3) Art Supply
- 759 1) Pharmaceuticals 3) S.S. Pharmaceutical Company
- 760 1) Artists' Association 3) Artists Society of Darmstadt
- 761 Information not available
- 762 2) Eelco Bos (Netherlands) 3) Hofdrukkerijen Arps & Zoon
- 763 1) Emblem for a City 2) Walter Herdeg (Switzerland) 3) Symbol for St. Moritz
- 764 1) Brewer 2) Hans Gaensslen (Austria) 3) Hauck Wien
- 765 1) Sapporo Winter Olympics 2) Kazumasa Nagai (Japan) 3) The Organizing Committee for the 11th Olympic Winter Games, Sapporo 1972
- 766 1) International Exposition 2) Ernst Roch (Canada) 3) Montreal International Fair
- 767 1) Travel Bureau 2) Franc Wilson (USA) 1963 3) Western International Travel
- 768 1) Consumers Coop 3) Japan Living Cooperation Association
- 769 1) Artists' Materials 3) Letraset
- 770 1) Airline 3) Pan American Airlines
- 771 1) Studio Boggeri (Italy)
- 772 1) Publisher 3) Kummerly & Frey Bern
- 773 1) Publisher 2) Walter Herdeg (Switzerland) 3) Map Printing & Publishing House
- 774 1) Exhibition 2) Martin Gavler (Sweden) 3) Stockholm International Stamp Exhibition
- 775 1) Golf Tournament 2) Bill Hyde (USA) 3) Lucky International Open Golf Tournament
- 776 1) International Organization UNESCO 2) Jacques Nathan-Garamond (France)
- 777 1) International Organization UNESCO 2) Jacques Nathan (France)
- 778 1) International Fair of Printing and Paper 3) DRUPA (Druck und Papier)
- 779 1) "World University Library" 3) Heibon Publishing Co.
- 780 1) World Exposition (USA) 1964
- 781 1) United Nations Symbol
- 782 1) International Organization UNESCO 2) Jean Colin (France)
- 783 1) Calender Products 2) Karl Werner (Switzerland)
- 784 1) Soap Maker 2) Taiji Kawajiri (Japan) 1952 3) Kao Soap Company
- 785 1) Spinning 3) Teikoku Cotton Spinning
- 786 1) Food Industry 3) Nihon Reizo
- 787 1) Christmas Symbol for Chamber of Commerce 2) Felix Beltran (Cuban) 3) Camara de Comercio
- 788 1) Publisher 2) Stefan Kantscheff (Bulgaria)
- 789 1) Air Force Art Program 2) G. Dean Smith (USA) 3) U.S. Air Force
- 790 2) Chermayeff & Geismar Associates (USA) 3) American Film Institute
- 791 1) Chemical Industry 2) Takeshi Nakamura & Toshinobu Takeba & Katsuto Ikeda (Japan) 3) Mitsuboshi Belting
- 792 1) Bank 2) Kazumasa Nagai (Japan) 3) Suruga Bank
- 793 1) Printing Company 3) Tosho Printing Co.
- 794 1) Gasoline Company 3) Syowa Oil
- 795 1) Pharmaceuticals 3) Fujisawa Medicines
- 796 1) Recreation Enterprises 2) G. Dean Smith (USA) 3) Yosemite Park and Curry Co.
- 797 1) Table Salt 2) Dickens Design Group (USA) 3) Diamond Crystal Salt Co.
- 798 1) Spinning Company 3) Kurashiki Spinning Co.
- 799 1) Mark for Bargain Sale of Diamond Ring 3) Mitsukoshi
- 800 1) Mark for Photo Supplies 3) Kashimura
- 801 1) Association 2) Sandgren & Murtha, Inc. (USA) 3)



- 3) National Industrial Conference Board
- 802 1) Fire and Safety Equipment 2) Eskil Ohlsson (USA) 3) Norris Industries
- 803 1) Fire Retardant Manufacturer 2) Don Shanodky & Roger Cook (USA) 3) CIBA Chemical and Dye
- 804 1) University 2) Chermayeff & Geismar Associates (USA) 3) New York University
- 805 1) Gas Company 2) Lester Beall (USA) 3) Consolidated Natural Gas Company
- 806 1) Church 2) Gerald Ewald (USA) 3) Dallas Baptist Church
- 807 1) Red Cross 2) Walter Baumberger (Switzerland) 3) Comite International de la Croix-Rouge.
- 808 1) Petroleum Industry 2) Roby d' Silva (Great Britain) 3) Petro-Chemical and Oil Industries
- 809 1) Green Tea Products 3) Hosuien
- 810 1) Cosmetics 2) Gilles Fiszman
- 811 1) Manufacture of Waterproof Agents 2) Frank Wagner (USA) 3) Nuhold American Corp.
- 812 1) Record Company 2) Tom & Teresa Woodward (USA) 3) Rain Records
- 813 1) Heating Equipment Company 2) Walter Diethelm (Switzerland) 3) Christinger Heizungsbau
- 814 1) Publishers 2) Everett S. Aison (USA) 3) Grossman Publishers, Inc.
- 815 1) Symbol for Pavilion at Expo'70 2) Willm Hendrik Crouwel (Netherlands) 3) Netherlands Government
- 816 1) Flour Mill 2) Helmut Kurtz (Switzerland)
- 817 1) Milk Company 3) Yukijirushi Nyugyo
- 818 1) Hotel 2) Yusaku Kamekura (Japan) 3) Prince Hotel
- 819 1) Lighting Company 2) Isamu Noguchi (USA)
- 820 1) Association for Safety Testing of Automobiles 2) Lars Bramberg (Sweden) 3) The Swedish Association for Safety Testing of Automobiles
- 821 1) Police Headquarters 3) Kantonspolizei Zürich
- 822 1) Injection Molding 2) Peter Amos (Great Britain)
- 823 1) Brassiere Manufacturers 2) Geoffrey Lee (Great Britain) 3) Simcita Ltd.
- 824 1) Musical Instruments 2) Otl Aicher (Germany) 3) Schlaginstrumentfabrik Johannes Link.
- 825 1) Concrete Reinforcing Iron 2) Draeger+René Toutain (France) 3) Project
- 826 1) Hotel 2) Ruedi Külling (Switzerland) 3) Silberkugel
- 827 1) Pawnbroker 2) Geoffrey Woollard (Great Britain) 3) Claude Jones
- 828 1) Bus Service 2) Bror B. Zetterborg (Finland) 3) Rautatiekirjakauppa
- 829 1) National Park Service 2) Chermayeff & Geismar Associates (USA) 3) U.S. National Park Service
- 830 1) Shopping Center 2) Ernst u. Ursula Hiestand (Switzerland)
- 831 1) Art Festival 2) Takeshi Ohtaka (Japan) 3) Osaka Art Festival
- 832 1) Sake Brewer 2) Takeshi Ohtaka (Japan) 3) Wagen-Shuzo Co., Ltd.
- 833 2) Helene Cusson+Dennis Goddard (USA) 1970 3) The Mega Group
- 834 1) Folklore Exhibition 2) Erberto Carboni (Italy)
- 3) Exhibition Italian Regions
- 835 1) Electrical Signs 2) Tomoko Miho+George Nelson & Company Inc. (USA) 3) Everbrite Electric
- 836 1) Bank 2) Pierre Baillard+Lausanne (Switzerland) 3) Project (Swiss Credit Bank)
- 837 1) Furniture Company 2) Rudolph de Harak (USA) 3) Cumberland Furniture Corp.
- 838 1) Nightclub 2) Max Huber (Italy) 3) Casino Taormina
- 839 1) Exhibition Symbol 2) Don Ervin; George Nelson & Co., Inc. (USA) 3) USA National Exhibition
- 840 1) Soft Drink Company 2) Ivam Chermayeff & Gene Secander (USA) 3) Pepsi Cola
- 841 1) Food Industry 3) Nippon Suisan
- 842 1) Yeast Factory 2) Wilhelm Deffke (Germany) 3) Deutsche Hefewerke Hanburg
- 843 1) Insurance Agency 2) Kurt Weidemann (Germany) 3) Roland Heiler
- 844 1) Colored Metal Processing 2) Paul Bühlmann (Switzerland) 3) Verband Schweizerischer Buntmetallwerke
- 845 1) Automotive Industry 2) Yusaku Kamekura (Japan) 3) Project (Toyota Motor Co.)
- 846 1) Sale of Homes 2) Toni Goldmark+Clarence Lee (USA) 3) Mililani Town
- 847 1) Watches 2) Franco Ricci (Italy) 3) Kalos Uhren
- 848 1) Broadcasting 2) G. Dean Smith (USA) 3) American FM Radio Network
- 849 1) Scientific Association 2) Hansruedi Widmer+Devico AG (Switzerland) 3) Internationale Union für Geodäsie und Geophysik
- 850 1) Automobile Manufacturer 3) Bayrische
- 851 1) Engineering Film Company 2) M.H.Koskela (Finland) 3) Suomen Insinööriliitto
- 852 1) Saccharine Manufacturer 2) Clar Werburg (Germany)
- 853 1) Water-wheel Maker 2) Allan Jungbeck (Sweden) 3) AB. Kvarnmaskiner
- 854 2) Clemente Lagundimao, Jr., (USA) 3) Child Development Center
- 855 1) Pavilion for EXPO '70 3) Kyowa
- 856 1) Perfumers 2) Tai-Shing Jiang (China) 3) Yung-Kuang Perfumery Company
- 857 1) Japanese Film Festival 2) Gerd Leufert (Venezuela)
- 858 1) Mail-order Sales Company 2) Luis Pals (Germany) 3) Neckermann
- 859 1) Cutley 2) Richard Shiffer; George Nelson & Co., Inc. (USA) 3) Rek-o-Kut.
- 860 1) Airline 2) Clarence Lee (USA) 3) Northwest Orient
- 861 1) Steel Manufacturer 2) Mimmo Castllano (Italy) 3) Italsider
- 862 1) Bank 2) Shigeo Fukuda (Japan) 1971 3) Iwate Bank
- 863 1) Decorative Artist 2) MID Design (Italy) 1970 3) Atla Moda
- 864 1) Loom Manufacturer 2) Crosby+Fletcher/Forbes (Great Britain) 3) Eastman
- 865 1) Public Relations 2) Adrian Frutiger (France) 3) Information et Entreprise
- 866 1) Prefecture Symbol 3) Saitama Prefecture (Japan)
- 867 1) Christian Association 2) Adrian Frutiger (France) 3) Rencontre



- 868 2) Masanori Matsushima (Japan) 1969
- 869 1) Steel Manufacturer
- 870 1) Hotel 3) Grand Palace
- 871 1) Hotel 2) Lester Beall, Inc. (USA) 3) Hilton Hotel (New York)
- 872 1) Environmental Engineering Company 2) James D. Gilbert (USA) 3) Water Treatment Corporation
- 873 1) Telecommunications and Electronics 2) Norbert Dutton+Rapier Design Ltd. (Great Britain) 3) The Plessey Co., Ltd.
- 874 1) Medical Society 2) Yusaku Kamekura (Japan) 3) The Japan Society of Obstetrics and Gynecology
- 875 1) Electrical Products 2) Shigeo Fukuda (Japan) 3) Sanyo Electric Co., Ltd.
- 876 1) Carlo Bruni (Italy) 3) Oliver-Beckman Italiana
- 877 1) Cosmetics 3) Tages Creme
- 878 2) David Coleman (USA) 1969 3) Project
- 879 1) Film Production 2) Franco Grignari (Italy) 3) Foto-Grafica
- 880 1) Automobile 2) Gottlieb Daimler (Germany) 3) Mercedes-Benz
- 881 1) Printing Company 2) René Villiger (Switzerland) 3) Gebr. Villiger AG.
- 882 1) Light Company 2) Francis R. Esteban (USA) 3) Dequesne Light
- 883 1) Printing Company 2) Sung-Ken Shiau (China) 3) Wylie Graphic Printing Company
- 884 2) Wallace Walker (USA) 3) Ralin
- 885 1) Lecture Series on Printing Design 2) Gerd Leufert (Venezuela) 3) Schule für Foto lithographie Gerd Leufert
- 886 1) Peace Group 2) Kohei Sugiura & Kiyoshi Awazu (Japan) 3) The Japan Council Against Atomic and Hydrogen Bombs
- 887 2) Clemente Lagundimao, Jr. (USA) 3) Unprecedented Productions
- 888 1) Banking Group 2) Chermayeff & Geismar Associates (USA) 3) Northwest Bancorporation
- 889 1) Light Company 2) Ken Parkhurst (USA) 3) Pacific Lighting
- 890 1) Foundation 2) Gilles Fiszman
- 891 1) Hotel 2) Gerard Miedinger (Switzerland) 3) Hostellerie Rigi
- 892 2) Chermayeff & Geismar Assoc., (USA)
- 893 1) Measuring Instruments 2) Yusaku Kamekura (Japan) 1960 2) Minami Measuring Instruments Industry
- 894 2) Tetsuo Katayama (Japan) 3) Sun Five Co., Ltd.
- 895 1) Lighting Products 2) Yusaku Kamekura (Japan) 1966 3) Yamagiwa
- 896 1) Films Festival 2) Stephan kantscheff (Bulgaria) 3) Direction Cinematographic Bulgare
- 897 1) Religious Group 2) Walter Landmann (Germany)
- 898 1) Furniture Manufacturer 3) Movilier International (France)
- 899 1) Furrier 2) Ilio Negri (Italy) 1970 3) Giancarlo Vergani Pellicceria
- 900 1) Publisher 2) Bob Noorda (Italy) 3) Vallecchi Editore
- 901 1) Science Laboratories 2) Erich Buchegger (Austria) 3) Austro-Chematon
- 902 1) Electric Light 2) Louis Danziger (USA) 3) General Electric
- 903 1) Clock Company 2) Nick Fasciano (USA) 3) Howard Miller Clock Co.
- 904 2) Shigeo Fukuda (Japan) 1971 3) Japan Industrial Location Center
- 905 1) Wire Fencing 2) Romek Marber (Great Britain) 3) Barnards Wire Fencing
- 906 1) Wire Products 2) Claude Dietrich (Peru) 1971 3) Prolansa Ltd.
- 907 2) Kurt Stadelmann+Hanspeter Bisig (Switzerland) 3) Laienhelferwerk Group
- 908 1) Knitwear Manufacturers 2) Patrick Scott, Signa Limited (Ireland) 3) Irish Double Jersey Association
- 909 1) Textile Dyeing 2) M. Schneider & Studio Boggeri (Italy) 3) Studio per Industria Tessuti.
- 910 1) Textile Industry 2) Norman Gorbaty & Ken Kirkwood Agency (USA) 3) Reyflex Textilien
- 911 1) Fabrics 2) Herb Lubalin (USA) 3) Stevens Fabrics
- 912 1) Exhibition 2) Peter Wehr (Germany) 3) <Der häusliche kreis>
- 913 1) Symbol of Rayon Products 2) Yoshitaro Isaka & Keiko Takemura (Japan) 3) Toyo Rayon
- 914 1) Textiles 2) Chermayeff & Geismar Associates (USA) 3) Burlington Industries
- 915 1) Textile Designer 2) Ward & Saks Inc. (USA) 3) Jack Lenor Larsen
- 916 1) Bank 2) Chermayeff & Geismar Associates (USA) 3) United Banks of Colorado
- 917 1) Food Company 2) Dr. Hahn (Germany)
- 918 2) Paul Moser (Switzerland) 3) Maschinen AG.
- 919 1) Embroidery Exporters' Group 2) Otto Krämer (Switzerland) 3) Verband Schweizerischer Stickerei-Exporteure
- 920 2) Ateller E. U. M. Lenz (Switzerland) 3) Schweizer Auslandhilfe
- 921 1) Hemp Articles 2) Kurt Wills (Germany)
- 922 1) Boutique 2) Ken Parkhurst (USA) 3) Small Circle of Friends
- 923 1) Tire Company 2) Jerry Berman Associates (USA) 3) Nadisco Inc.
- 924 1) Travel Bureau 2) Gerd Leufert (Venezuela) 3) Norte Sur.
- 925 2) David L. Burke (USA) 3) Water Systems Council
- 926 1) Railroad 2) Kurt Wirth (Switzerland)
- 927 1) Perfume Shop, Barber, Beauty Salon 2) Edgar Küng (Switzerland) 3) Albert Ryf
- 928 2) Théodore Stamatakis (France)
- 929 1) Chemicals 2) Toru Otsuka (Japan)
- 930 1) Institute for Industrial Use of Gold 2) Julien Van der Wal (Switzerland) 3) APRIOR
- 931 1) Business School 2) Ernst Jupp (Germany) 3) Handelsschule
- 932 1) Transport Company 3) London Transport's
- 933 1) Heating 2) Havas Conseil (France)
- 934 1) Electric Motor Manufacturer 2) Pham Phu Oanh (Germany) 3) Heidolph Elektromotoren
- 935 1) Stock Exchange 2) Sandgren & Murtha, Inc. (USA) 3) American Stock Exchange



- 936 2) Sandgren & Murtha, Inc (USA) 3) Colt Industries
- 937 1) Steel Manufacturer 2) Bertil Anderson-Bertilson (Sweden) 3) Project (Svenska Stalpressnings AB.)
- 938 1) Automotive Industry 2) Yusaku Kamekura (Japan) 3) Project
- 939 2) Atelier E. U. M. Lenz (Switzerland)
- 940 1) Telephone System 2) Sandgren & Murtha, Inc. (USA) 3) Trans-Canada Telephone System
- 941 1) Restaurant 2) Tadashi Ohashi (Japan) 1970 3) Kikkoman Aqua Restaurant
- 942 1) Importers 2) Gerstner, Gredinger+Kutter (Switzerland) 3) Transglobe Ltd. (Basel)
- 943 2) Studio Milani (Italy) 3) Ditta Orecchia & Co.
- 944 1) Automobile Industry 3) DKW Auto Union GbmH
- 945 1) Design Council 2) Anton Stankowski (Germany) 3) Rat für Formgebung
- 946 1) Psychiatric Institution 2) Paul Jacopin (Switzerland)
- 947 1) Peace Group 2) Gerald Holtom (Great Britain) 3) Campaign for Nuclear Disarmament
- 948 1) Power Company 2) Metodi Weleff (Bulgaria) 3) Iskra
- 949 2) Gilles Robert (France) 3) L'Administration de la voie maritime du S. Laurent.
- 950 1) Chemical Laboratories 2) Walter Ballmer (Italy) 3) Laboratori Cosmochimici
- 951 1) Exhibition Hall 2) Leendert Stofbergen (Netherlands) 3) Amersfoortse gemeenschap
- 952 1) Gear Manufacturer 2) Paul Achwanden (Switzerland)
- 953 1) Advertising Agency 3) Yurdaer Altintas
- 954 1) Standard Inspector (Export Regulation) 2) Ludvik Feller (Czechoslovakia)
- 955 3) Atelier Chournoz
- 956 1) Hotel 2) Yuji Sato (Japan) 1970 3) Toya Park Land
- 957 1) Brewer 2) Michele Provinciali (Italy) 3) Poretta S.P.A.
- 958 1) Communications Company 2) Carl Regehr (USA) 3) The International Telephone and Telegraph Corp.
- 959 1) Drug Store 2) Carlo L. Vivarelli (Switzerland) 3) Neri
- 960 1) Bent-pipe Furniture Manufacturer 2) Francesc Guitart (Spain) 3) Lamper
- 961 1) Wool Company 2) Willi Sutter (Sweden)
- 962 1) Machinery Manufacturer 2) Richard P. Lohse (Switzerland) 3) Escher Wyss.
- 963 Information not available
- 964 1) Airlines 2) Primo Angeli (USA) 3) Philippine Air Lines
- 965 1) Broadcasting 2) Roger V. Geiser (Switzerland) 3) Project
- 966 1) Planning for Philadelphia 2) Jim Miho+Tomoko Miho (USA) 1972
- 967 1) Automotive Industry 2) Bob Noorda (Italy) 3) Unimark
- 968 1) Labor Union of a Publisher 2) Erich Hanzi (Switzerland)
- 969 1) University 2) Chermayeff & Geismar Associates (USA) 3) New York State University at Buffalo
- 970 1) Design Competition 2) Percy Wenger (Switzerland)
- 971 1) EXPO '67 (Montreal) 2) Julien Herbert (Canada)
- 972 1) Sedative 2) Erich Brenzinger (France) 1966 3) Laboratories Sarbach
- 973 1) Chemical Industry 2) Annemarie Stähelin+Erwin Giger (Switzerland) 3) Ciba
- 974 1) Petroleum Refiner 2) Jerzy Cherka (Poland)
- 975 2) Primo Angeli (USA) 3) Royal Micrographics
- 976 1) EXPO'70 2) Masayoshi Nakajo (Japan) 3) Project
- 977 1) Publisher 2) Stefan Kantscheff (Bulgaria)
- 978 1) Airline 2) Saul Bass (USA) 3) Continental Airlines
- 979 1) Oil Company 2) Benson Crane (USA) 1971 3) Project (Gulf Oil)
- 980 1) The Conference for Islamic Solidarity 2) Crosby/Fletcher/Forbes (Great Britain) 3) Saudi Arabian Government
- 981 1) International Forum 2) Peter Riefenstahl (Germany) 3) City of Brunswick
- 982 1) Broadcasting 2) Michel Olyff (Belgium) 3) R.T.B. Radiodiffusion-Television
- 983 2) Otto Dürst (Switzerland)
- 984 2) Adrian Frutiger (France) 3) Centre International de Généralisation du Mont Canisi
- 985 1) Electric Equipment Maker 2) Kenichi Yoshioka (Japan) 3) Shinko Electric Co., Ltd.
- 986 1) Hair Care Products 2) Dominik I. Burckhardt (USA) 3) Ogilvie
- 987 1) Gallery 2) Nedo Mien Ferrario (Venezuela) 3) Galeria Esniral
- 988 1) Film Production 2) Jan Jaring (Netherlands) 3) Holländisches Filminstitut
- 989 1) Paper Manufacturer 2) Wolfgang Heuwinkel (Germany) 3) Feldmühle Aktiengesellschaft
- 990 1) Electric Power Company 2) Gerd Leufert (Venezuela) 3) Control Center
- 991 2) John Massey (USA) 3) Controls Company
- 992 1) Ash Wednesday Services 2) Mona Helle-Ineichen (Switzerland)
- 993 2) Lippincott & Margulies (USA) 3) United Shoe Machine
- 994 1) Drill Factory 2) Carlo Vivarelli (Switzerland) 3) Twist Drill Works
- 995 1) Jewish Community Center 2) Robert Peace (USA) 3) The Marin Jewish Community Center
- 996 1) Tailor 2) Walter Ballmer (Italy) 3) Confezioni Caliumi
- 997 2) Michael Tucker (Great Britain) 3) Marine Accessory
- 998 1) Abrasives 2) A. Richard de Natale (USA) 3) Carborundum
- 999 1) Computer Company 2) Chermayeff & Geismar Associates 3) Interactive Data Processing
- 1000 1) Machine Industry 2) Yusaku Kamekura (Japan) 3) Project (Taiyo Kikai Kogyo Co.)
- 1001 1) Special Issue of a Graphic Design Magazine 2) Arnold (USA) 3) Print Magazine
- 1002 1) Confectionery 2) Susumu Kimura (Japan) 3) Mochiya
- 1003 2) Bertil Anderson-Bertilson (Switzerland) 3) Project
- 1004 2) Maria Frediani (Italy) 1970 3) Magnolia S.P.A.
- 1005 1) Technical School 3) Technical School
- 1006 1) Design Studio 2) Francois Dallegret (USA) 3) Dallegret Design Firm
- 1007 1) Fair 2) Kurt Stadelmann+Hanspeter Bisig (Switzerland) 3) Mustermesse Basel
- 1008 1) Optical Equipment Dealer



- 1009 1) Continuous Business Forms Maker 2) Peter Wildbur (Great Britain) 3) Helicon Systems (Dublin)
- 1010 1) Sports and Hygiene Exhibition 2) Hans Neuburg (Switzerland) 1961 3) Hyspa (Bern)
- 1011 1) Printing Ink Manufacturer 2) Kurt Wirth (Switzerland) 3) Druck farben fabrik Arberg
- 1012 2) Yusaku Kamekura (Japan) 1965 3) Acroconsultant
- 1013 1) Radio Broadcasting 2) G. Dean Smith (USA) 3) American Contemporary Radio Network
- 1014 1) Shipbuilding 2) Romek Narber (Great Britain) 3) Ashby Marine Engineering
- 1015 1) Machine Industry 2) Yusaku Kamekura (Japan) 3) Taiyo Machine Industry Co.
- 1016 1) Ventilation Equipment 2) Henrion Design Associates (USA) 3) Brooks Ventilation Ltd.
- 1017 1) Spring Manufacturer 2) Albe Steiner (Italy)
- 1018 1) Concert Hall 2) Peter Andermatt (Switzerland)
- 1019 2) Anton Stankowski (Germany) 3) Rotatron
- 1020 1) Radio Equipment Maker 2) Ken Parkhurst (USA) 3) Collins Radio Company
- 1021 1) Iron & Steel Industry 2) Tetsuo Katayama (Japan) 3) Asada Iron Steel Industry Co.
- 1022 1) Irish Export Board 2) Patrick Scott, Signa Ltd. (Ireland) 3) Co'ras Tractha Teoranta
- 1023 1) Department of Trade and Industry 2) Henry Steiner (Hong Kong) 3) Australian Department of Trade and Industry
- 1024 1) Pharmaceuticals 2) Takashi Kono (Japan)
- 1025 1) Joinery 2) Frédéric Riz à Porta (Switzerland)
- 1026 2) 3) James C. Douglass (Switzerland)
- 1027 2) Raymond Loewy/William Snaith, Inc. (USA) 3) Norfolk Scope (Virginia)
- 1028 1) Bank 2) Chermayeff & Geismar Associates (USA) 3) American International Bank
- 1029 1) Association 2) Yusaku Kamekura (Japan) 3) Project (Japanese Association for the Promotion of Science)
- 1030 1) Cultural Exchange Association 2) Yusaku Kamekura (Japan) 3) Tozai Cultural Exchange Association
- 1031 1) Travel Bureau 2) Crosby/Fletcher/Forbes (Great Britain) 3) Global
- 1032 1) Magazine 2) Giancarlo Iliprandi (Italy) 3) Edit Photo
- 1033 1) Munich Olympics 2) Gerhard Joksche+Rolf Müller+Elena Winschermann (Germany) 1969
- 1034 1) Phototype Shop 2) Walter Landmann (Germany) 3) Photographic Composition Producing Co.
- 1035 1) Transportation Business 3) Furness NV
- 1036 1) Copy Machine Maker 3) GP
- 1037 2) Franz Hermmann Wills (Germany)
- 1038 1) Fruit Grower and Shipper 2) Sandgren & Murtha, Inc. (USA) 3) United Fruit
- 1039 1) Pavillion for Expo' 67 2) Alistair Justason, Stewart & Morrison Ltd. & Hans Kleefeld (Canada) 3) Province of Ontario Government
- 1040 2) Gerard Ifert (France) 3) International Word & Picture Agency
- 1041 1) Social Club 3) Mikado (Japan)
- 1042 1) Symbol for a Special Issue of a Magazine 2) Franco Grignani (Italy) 3) Advertising in Italy
- 1043 1) Committee 2) Louise E. Jefferson (USA) 3) Womens Africa Committee 4) Certificate of excellence in Trade Marks U.S.A. Exhibition 1964
- 1044 1) Paper Manufacturer 2) Karen Munck (Great Britain) 3) Van Gelder Papier
- 1045 2) Kurt Weidemann (Germany)
- 1046 1) Box Manufacturer 2) Siegfried Odermatt (Switzerland) 3) E. H. Schelling & Co.
- 1047 1) Film Company 2) Hess And/Or Antupit (USA) 3) Perfect Film Corp.
- 1048 1) Design Studio 3) Walter Bangerter (Switzerland)
- 1049 1) Art School 2) Helmut Lortz (Germany) 3) College of Fine Arts (Berlin)
- 1050 1) Orchestra 2) Ernst Roch (Canada) 3) Montreal Chamber Orchestra
- 1051 1) Home Designer 2) Anton Stankowski (Germany) 3) Planen und Wohnen
- 1052 1) Construct ion Company 2) Anton Stankowsky (Germany)
- 1053 1) Air Conditioner Manufacturer 2) Anton Stankowsky
- 1054 1) Design Studio 2) Kristian Vedel (Great Britain) 1965 3) Danasco Ltd.
- 1055 1) Paper Products 2) Dickenus Design Group (USA) 3) Nekoosa-Edwards Paper Co.
- 1056 1) Pressed and Rolled Metals 2) A. G. Fronzoni (Italy) 1957 3) Orma (Brescia)
- 1057 1) Wrapping Paper Company 2) Susumu Kimura (Japan)
- 1058 1) Dentistry 2) Herbert W. Kapitzki (Germany)
- 1059 1) Printing Company 2) Walter Bangerter (Switzerland) 3) Walter Nievergelt
- 1060 2) Kristjan Kristjansson
- 1061 2) Ablam Games (Great Britain) 1961
- 1062 1) Safety Campaign Symbol 2) Sigrid+Hans Lämmle (Germany)
- 1063 1) Brick and Paving-Stone Manufacturers Association 2) Ove Spath (Denmark)
- 1064 1) Castings Maker 2) Brendon Matthews (Ireland) 3) Galway
- 1065 1) Architect's Office 2) A. Van der Beken (France) 1970
- 1066 1) Sign for Dictionary 2) Bruce Blackburne & Juan Chermayeff (USA)
- 1067 1) Printing Company 3) Heinz Böninghausen Layoatsatz
- 1068 1) Metal Construction Co. 2) Fridolin Müller (Switzerland) 3) Ernst Fischer Metallkonstruktion
- 1069 1) Electroplaters 2) Rene Althaus (Switzerland) 3) Colasit AG
- 1070 1) Civil Engineering Company 2) Pekka Martin (Finland) 1965 3) Rakennusinsinööriyhdistys
- 1071 1) Building Materials Maker 2) Gregor Kintzel (Germany)
- 1072 1) Institute of Architects 2) Chermayeff & Geismar Associates (USA) 3) American Institute of Architects
- 1073 2) Rod Springett (Great Britain) 3) Nature Conservancy of Great Britain
- 1074 1) Typewriters 2) Ettore Sottsass (Italy) 3) Olivetti
- 1075 1) Advertising Agency 2) Bob Noorda (Italy) 3) La Comete
- 1076 1) Environmental Service and Development Corporation 2) Tomoko Miho (USA) 3) Omni-Plan
- 1077 2) Stephan Kantscheff (Bulgaria)



- 1078 1) Package Display Center 2) Shigeru Mori (Japan) 1970  
3) Honshu Paper Manufacturing Company
- 1079 1) Design Conference 2) Francois Dallegret (USA)  
3) Aspen Design Conference
- 1080 1) Development and Construction 2) Ward & Saks Inc.  
(USA) 3) Steel Properties
- 1081 1) Private Symbol 2) Jim Miho & Tomoko Miho (USA)  
1972 3) David Hyun (Architect)
- 1082 1) Packaging Systems 2) Sandgren & Murtha, Inc. (USA)  
3) Packaging Systems Corporation
- 1083 1) Data Processing Company 2) James D. Gilbert (USA)  
3) Electric Data Processing
- 1084 1) Ski Maker 2) Gan Hosoya (Japan) 3) Asia Ski Manu-  
facturing Co.
- 1085 1) Photographic Service 2) Peter Ray (Great Britain)  
1963 3) Film Center Photo Unit
- 1086 1) Timber Processing 2) Milan Vesely (Czechoslovakia)  
3) Svit
- 1087 1) Printing Company 2) F. G. Boes (Germany)
- 1088 1) Process Engravers 2) Gerstner, Gredinger+Kutter  
(Switzerland) 3) Cliche Schwitter AG (Basel)
- 1089 1) Textile Design Studio 2) Franco Grignani (Italy)  
3) Maestrelli
- 1090 1) Spinning Company 3) Kurashiki Spinning Co.
- 1091 1) Chemical Industry 2) Tsung-Y iLu (China) 3) Eng-Tea  
Chemical and Pharmaceutical Co.
- 1092 1) Printing Company 2) Ernst Roch (Canada) 3) Ross-Ellis  
Ltd.
- 1093 1) Advertising Agency 3) Advico-Delpire
- 1094 1) Symbol for Teaching Guide 2) Ivan Dodd (Great Britain)  
3) Primary Mathematics Teaching Project
- 1095 1) Graphic Designer's Group 2) Helmut Lortz (Germany)  
3) Novum
- 1096 1) Museum 2) Jim Miho & Tomoko Miho (USA) 1972  
3) Museum for Black Culture & History
- 1097 1) Research Corporation 2) David L. Burke (USA) 3) Urban  
Research Corporation
- 1098 1) Paper Manufacturer 2) Paul Leber (Switzerland)  
3) Papierfabrik Cham
- 1099 1) Meiji Centennial 2) Shigeo Fukuda (Japan) 1967  
3) Project
- 1100 1) Magazine 3) Stern Magazine (W. Germany)
- 1101 1) Partition Systems 2) Romek Marber (Great Britain)  
3) Cunic Partition Systems
- 1102 1) Quarry 2) Hans Hartmann (Switzerland)
- 1103 1) Advertising Group for Swiss Paper 2) Anton  
Schutzbach (Switzerland) 3) Vereinigung zur  
Werbung für Schweizer Papier
- 1104 1) Bank 2) George K. Buckow (USA) 3) Bank of Texas
- 1105 1) Heating Apparatus 2) Taylor Poore (USA)
- 1106 1) Book Service 3) Miro Book Service
- 1107 1) Commercial Art School 2) Peter Andermatt (Switzer-  
land)
- 1108 1) Gardening Company 2) Kurt Stadelmann & Hanspeter  
Bsig (Switzerland) 3) Pflugshaupt
- 1109 2) Vance Jonson (USA) 3) Dayton Hudson
- 1110 1) Social Insurance Bureau 2) Walter Bangerter  
(Switzerland) 3) Schweiz Amt für Sozialversicherung
- 1111 1) Theater 3) Stadttheater Bern (Switzerland)
- 1112 1) Glassware 2) Otl Aicher (Germany) 3) Gral Glashütte
- 1113 2) Shigeo Fukuda (Japan) 3) City Planning Promotion  
Movement
- 1114 2) A. Van der Beken (France) 1970
- 1115 1) Interior & Exterior Design 2) Bill Hyde (USA)  
Khourie, Lawrence
- 1116 1) Graphics Design 2) Do Weller (USA) 3) SpectraGraphics
- 1117 1) Publisher 2) Daniele Baroni (Italy) 1968 3) Mondadori
- 1118 1) Accident Insurance 2) Georges Wicky (Switzerland)  
3) Vaudise Accident Insurance
- 1119 2) Giulio Confalonieri (Italy) 1970 3) Nepentha
- 1120 1) Water Conditioning Equipment and Services 2) Charles  
Macmurray, Latham Tyler Jensen Inc. (USA) 3) Culligan,  
Inc.
- 1121 1) Fiber Manufacturer 3) Chogin Co., Ltd.
- 1122 1) Exposition Pavilion 2) Gerd Leufert (Venezuela)  
3) Venezuelan Pavilion, New York World's Fair
- 1123 1) Society for Relief of Exiles 2) Helmut Kurtz  
(Switzerland)
- 1124 1) Blood Supply Service 2) Hans Hartmann (Switzerland)  
3) Blutspendedienst Rotes Kreuz
- 1125 1) Broadcasting 2) G. Woldemar Hörnig (Germany)  
3) Süddeutscher Rundfunk
- 1126 1) Publisher 2) Luigi Montaini+Till Neuburg (Italy)  
3) Graphis
- 1127 Information not available
- 1128 1) Airline 2) Otto H. Treumann (USA) 3) EL AL Israel  
Airlines
- 1129 1) Industrial Fair 2) Witold Janowski (Poland)  
3) Industriemesse Moskau
- 1130 1) Printing Company 2) Roger-Virgile Geiser (Switzer-  
land)
- 1131 1) Orchestra 2) Adolf Flückiger (Switzerland)  
3) Bernese Orchestral Society
- 1132 1) Confectionery 2) Atelier E.u.M. Lenz (Switzerland)  
3) Ferrero
- 1133 2) Kurt Weidemann (Germany)
- 1134 2) Toni Goldmark (USA) 3) Amfac Financial Corp.
- 1135 1) Hotel 2) Kenji Ito (Japan) 3) Hotel Kirishima
- 1136 1) Advertising Agency 3) Publinter
- 1137 1) Petroleum Company 2) Otl Aicher and Tomas Gonda  
(Germany)
- 1138 1) Vehicle Testing Station 2) Jock Kinneir (Great  
Britain) 3) Ministry of Transport
- 1139 1) Bank 2) Mitsubishi Bank (Japan)
- 1140 3) Gérard Miedinger (Switzerland)
- 1141 2) Atelier Walter & Marion Diethelm (Switzerland)
- 1142 1) Automotive Industry 2) Lippincott & Margulies (USA)  
3) Chrysler Corporation
- 1143 1) Design Studio 3) Tokyo Graphic Designers
- 1144 1) Jewish Fund 2) I. Chermayeff+H. Hegemann,  
Chermayeff & Geismar Assoc. (USA)
- 1145 1) Publisher 2) Arnold Saks/James S. Ward (USA) 3) John  
Wiley & Sons
- 1146 1) Forest History Association 2) Russell A. Sandgren  
(USA) 3) Forest History Association
- 1147 1) News Agency 2) Shichiro Imatake (Japan)



1148

1) Advertising Agency 2) Walter Allner (USA) 3) Tri Inc.

1149

2) Karl Gerstner, Gredinger & Kutter (Switzerland)  
3) Helvetia Feuer St. Gallen

1150

1) Publisher 2) Magalhaes, Noronha & Pontual (Brazil)  
3) Editore Delta SA.

1151

1) Party Badge 2) Heinz Schwabe (Germany)

1152

1) Plastics Industry 2) Masahide Umezu (Japan) 1970  
3) Ryosei Plastics Industries Ltd.

1153

1) Market 2) André Change & Hollenstein création  
(France) 3) Rungis Market

1154

1) Ski Club 2) Giancarlo Iliprandi (Italy) Pirouano  
Sci Club

1155

2) Carlo Bruni (Italy)

1156

1) Banking 2) Marcel Wyss (Switzerland)  
3) Emissionzentrale Schweizerischer Lokalbanken

1157

2) S. Neil Fujita (USA) 3) MPB Corporation

1158

2) Benno Wissing (Netherlands) 3) Kulturhaus

1159

2) Goetz Neucke (Germany)

1160

1) Oceanological and Nuclear Energy Equipment 2) Van  
Dyck Associates (USA) 3) E. G. & G. Inc.

1161

2) Franco Grignani (Italy) 3) Nereo Girolodi

1162

1) Electronic Products Maker 2) Morton Goldsholl Design  
Associates (USA) 3) Admiral Corp.

1163

2) Olof Eriksson (Finland) 3) Ingeniörförbundet

1164

2) Neukomm & Pinschewer AG. (Switzerland) 3) Vetropace

1165

1) Bus Company 2) Fritz Gottschalk+Gottschalk & Ash  
(Canada) 3) Broome County

1166

1) Music School 2) Yusaku Kamekura (Japan) 3) Tokyo  
Music School

1167

1) Brewery 2) Kazumasa Nagai (Japan) 1969 3) Toyo  
Jyozo Co., Ltd.

1168

1) Identification Mark for Products of Pure Wood  
2) Francesco Saroglia (Italy) 1964 3) IWS Nominee Co.

1169

1) Building Company 2) Jerry Berman (USA) 3) The  
Transamerica Pyramid

1170

1) Umbrella Fabric 2) Yusaku Kamekura (Japan)

1171

1) Factory 2) Roman Rosyk (Poland)

1172

1) Electronics Company 2) Ji-Shong Guo (China)  
3) Showa Denshi Kogyo Co., Ltd.

1173

2) Anton Stankowski (Germany) 3) Standard Elektrik  
Lorenz

1174

1) Publicity Campaign for an Exhibition 2) Grete Troost  
(Germany) 3) Deutschen Messen

1175

1) Design Studio 2) 3) Sandgren & Murtha, Inc. (USA)

1176

1) Engineering 2) Luc Van Malderen (Belgium) 3) Project

1177

1) Publisher 2) Ludvik Feller (Czechoslovakia)  
3) Ceslosiovensky Spisovatel

1178

1) Private Symbol 2) Arnold Saks, Inc. & Tomas Nittner  
(USA) 1971

1179

2) June Fraser & Design Research Unit (Great Britain)  
3) Marler Haley (Barnet) Ltd.

1180

1) Stocking Manufacturer 2) Stephan Kantscheff (Bulgaria)  
3) Fasan

1181

1) Electrical Products 2) Hiromu Hara (Japan) 3) Shintoku

1182

2) Hans Hurter (Switzerland) 3) Viscose Suisse, Emmen-  
brücke

1183

1) Sugar Refinery 2) Negus Sharland (Great Britain)  
3) Project

1184

1) Airline 2) A. G. Fronzoni (Italy) 1964 3) Algenova  
(Genoa)

1185

2) Michael McCarthy (Great Britain) 3) O. Elevators Ltd.

1186

1) Furniture Manufacturer 2) Adolf Flückiger (Switzer-  
land) 3) Willisan

1187

1) Flexible Packaging 2) Dickens Design Group (USA)  
3) Rotoflex, S.A.

1188

1) Approval Mark 2) Armin Hofmann (Switzerland) 1967  
3) Fire Insurance Authority

1189

1) Industry Company 2) Andrzej Zbrozek (Poland)

1190

1) Pantographs 2) Adrian Frutiger (France) 3) Scripta

1191

1) Funding Corporation 2) Robet Miles Runyan (USA)  
3) Equity Funding Corporation of America

1192

1) Consumer's Coop. 2) Francesc Guitart (Spain)  
3) "SJC" Consumer's Cooperative Society

1193

1) Real Estate Broker 3) Sansei Real Estate Company

1194

1) Machinery Manufacturer 2) Chermayeff & Geismar  
Associates (USA) 3) Torin Corp.

1195

1) Department Store 2) Ladislav Sutnar (USA) 3) Carr's

1196

1) Trading Company 2) Anton Stankowski (Germany)

1197

1) Machine Factory 2) Walter Sauer (Germany)

1198

2) Arnold Saks (USA) 3) Ready Rent-All

1199

1) Better Living Center 2) Lane-Bender (USA) 3) New  
York World's Fair '64-65

1200

1) Publisher 2) David Coleman (USA) 1969 3) Project

1201

1) Building Complex 2) Chermayeff & Geismar Associates  
(USA) 3) Main Place

1202

1) City Investing Company and Photographs of Corporate  
Offices 2) Robert Miles Runyan (USA) 3) City Investing Co.

1203

1) Engineering Firm 2) Sandgren & Murtha, Inc. (USA)  
3) Ebasco Industries

1204

1) Chemicals 2) Pieter Brattinga (Netherlands) 1970  
3) DSM (Dutch State Mines)

1205

1) Loan Corporation 2) Adrian Frutiger (France)  
3) Caisse Nationale des Ouvriers

1206

1) Fiberboard Paper Products (USA)

1207

2) Pham Phu Oanh (Germany) 3) Euroviet

1208

1) Interior Design Company 2) Ward & Saks Inc. (USA)  
3) Laverne

1209

1) Publisher 2) Robert P. Gersin (USA) 3) Avon Books

1210

1) Ski Maker 2) Kazumasa Nagai (Japan) 1971 3) Kaneda  
Ski Seisakujo

1211

1) Oil Company 2) Carol Lipper & Tomoko Miho (USA)  
3) Atlantic Richfield

1212

1) Bank 2) Tom Geismar, Chermayeff & Geismar  
Associates (USA) 3) The Chase Manhattan Bank

1213

1) Theater 2) Ernst Roch (Canada) 3) National Arts  
Center (Ottawa)

1214

1) Fermented Products Maker 2) Yusaku Kamekura  
(Japan) 3) Kyosa Hakko Kogyo

1215

1) Retailers Fair 2) Yusaku Kamekura (Japan) 3) Ginza  
Fair Executive Committee

1216

1) Travel Bureau 3) Rotterdam/Europport

1217

1) Broadcasting 2) G. Dean Smith (USA) 3) American  
Entertainment Radio Network

1218

1) Cultural Council 2) Felix Beltran (Cuba) 3) Project

1219

1) Trade Center 2) Lubalin, Smith, Carnase (USA)  
3) World Trade Center



- 1220 1) Exhibition 2) Rudolph de Harak (USA) 3) American Federations of Arts
- 1221 1) Pharmaceuticals 2) Jean Pierre Huster (France) 1970 3) Laboratories Sandoz
- 1222 1) Ventilator Manufacturer 2) Paul Solberger (Switzerland)
- 1223 1) House Building Company 2) Max Huber (Italy) 3) Habitat
- 1224 1) Trading Company 2) Yusaku Kamekura (Japan) 3) Yuken-boeki
- 1225 1) Paper Manufacturer 2) Yusaku Kamekura (Japan) 3) Project (Daishowa Paper Co.)
- 1226 1) Trade Exhibition 2) Akisato Ueda & Yuichi Nishiwaki (Japan) 1970 3) Kyoto City
- 1227 2) Giovanni Pintori (Italy) 1970
- 1228 1) Reading Group 2) Hermann Eidenbenz (Switzerland)
- 1229 1) Social Service Organization 2) Benson Crane (USA) 1971 3) Jewish Defense League
- 1230 1) Glass Vessels, Earthenware 2) Ludvik Feller (Czechoslovakia, 3) Quadrienal
- 1231 1) Community Organization 2) Chermayeff & Geismar Associates (USA) 3) Greater Washington Jewish Community Foundation
- 1232 1) Gallery 2) Chermayeff & Geismar Associates (USA) 3) Albright-Knox Art Gallery
- 1233 1) Building Material Maker Association 2) Franciszek Winiarski (Poland)
- 1234 3) Imperial Finance (USA)
- 1235 1) Expo '70 2) Yusaku Kamekura (Japan) 1966 3) Project
- 1236 2) Yusaku Kamekura (Japan) 3) Sangetsu Co., Ltd.
- 1237 1) Package Design Company 2) Geoge Tscherny (USA) 3) Robert Zeidman Assoc. Inc.
- 1238 1) Communication Center 2) Felix Beltran (Cuba) 3) Project
- 1239 1) TV Company 2) Anton Stankowsky (Germany)
- 1240 1) Plumbing Fixtures 2) Porter, Goodman & Cheatham (USA) 3) Price Pfister
- 1241 1) Coal and Steel Organization 2) Saarbrücker Drükerei und Verlag, GmbH (Germany) 3) Haute Autorité de la Communauté Européenne du Charbon et de l'Acier, Luxembourg
- 1242 2) Peter Bradford (USA) 3) Travel Wholesalers
- 1243 1) Association for Blind People 2) Dixon & Parcels Associates Inc. (USA) 3) National Industries For the Blind (New York)
- 1244 1) Design Studio 2) Francois Dallegret (USA) 3) Current Dallegret
- 1245 1) Electronics 2) Betriebseigener Entwurf 3) Univac, Sperry Rand AG.
- 1246 2) CBC, Milano (Italy)
- 1247 2) Giovanni Pintori (Italy) 1969 3) Sitri
- 1248 1) Design Studio 2) Olle Eksell (Sweden) 3) Olle Eksell Design AB
- 1249 2) Yvon Laroche & Pierre-Yves Pelletier (Canada) 3) Laplante & Langevin
- 1250 1) Basel Exhibition 2) Ferdi Afflerbach (Switzerland) 1969 3) Komitee Basler Tag
- 1251 2) Serge Defradat (France) 1968 3) Photogay
- 1252 1) Furniture Manufacturer 2) Walter Ballmer (Italy) 1946 3) Möbelfirma
- 1253 1) Gas Company 2) Michel Waxmann (Belgium) 3) SOMALGAZ (Algeria)
- 1254 1) Design Group 2) David Wire+Allied Industrial Designers Ltd. (Great Britain) 3) Allied Industrial Designers Ltd.
- 1255 1) Artists' Association 2) Stephan Kantscheff (Bulgaria) 3) Union of Bulgarian Artists and Painters
- 1256 1) Theater 2) Ludvik Feller (Czechoslovakia) 3) Theater Workshop
- 1257 1) Food Vending Service 2) Dickens Design Group (USA) 3) Canteen Corporation (Chicago)
- 1258 1) Pharmaceuticals 2) Gerald Bern (Canada) 3) Gilson Pharmaceuticals
- 1259 1) Exhibition of International Office Equipment 2) Agence Gerete Publicité (France) 3) Salon International de l'équipement de Bureau
- 1260 1) Precision Instruments Manufacturer 2) Hans Kasser (Switzerland)
- 1261 1) Publisher 2) Toru Otsuka (Japan) 1965 3) Suken-shuppan Co.
- 1262 1) Printing Company 2) Hans Schlenger (Great Britain) 3) Helois
- 1263 1) Competition Entry for Selection of EXPO '70 Mark 2) Hiroshi Ueda+Osamu Furumura (Japan) 1969
- 1264 2) Wayne E. Hallowell (USA)
- 1265 1) Industry 2) Karol Sliwka (Poland)
- 1266 2) Tadeusz Petrzyk (Poland) 3) Telimena Modehouse
- 1267 2) André Courrèges (France) 3) Courrèges Couture Future
- 1268 1) Industrial Art Goods Shop 2) Franco Meneguzzo (Italy) 3) Danese
- 1269 1) Bank 2) Mark Woodham (Great Britain) 3) Royal Bank of Scotland
- 1270 1) Travel Bureau 2) Magalhaes, Norouha & Pontual (Brazil) 3) National Travel Bureau
- 1271 1) Pharmaceuticals 2) Ernst Roch (Canda) 3) CIBA
- 1272 1) Automobile Maker 3) Citroën (France)
- 1273 1) National Railways 2) Gerald Barney+Design Research Unit (Great Britain) 3) British Railways Board
- 1274 2) Shigeo Fukuda (Japan) 1969 3) Nihon Illustrator Conference
- 1275 1) Trade Union 2) Pierr-Yves Pelletier+J. Bourget (Canada)
- 1276 1) Series of Theatrical Books 2) Romulo Maccio (Argentina) 3) Sudamericana
- 1277 1) Railroad 2) Tel-Design+Swijsenbeek (Netherlands) 1969 3) NV Nederlandse Spoorwegen
- 1278 1) Medicines 2) Charles Goslin+Charles Waltz (USA) 1963 3) Eutonyl
- 1279 2) Tony Dispigna+Herb Lubalin (USA) 1971 3) Project
- 1280 1) Automobile Owners Association 2) Yoshio Hayashi (Japan) 1965 3) Japan Automobile Association
- 1281 1) Airline 2) Felix Beltrán (Cuba) 3) Aerocarga Airline
- 1282 1) Lumber and Paper Company 2) Lippincott & Margulies (USA) 1959 3) Weyerhaeuser Company
- 1283 2) Heinz Schwabe (Germany)
- 1284 1) Electric Power Board 2) Ronald Armstrong+Design Research Unit (Great Britain) 3) Central Electricity Generating Board
- 1285 1) Advertising Agency 2) Minale, Tattersfield Ltd.



	(Great Britain) 3) Young & Rubicam Information Service	1318	1) Paper Products and By Products 2) Dickens Design Group (USA) 3) The Crossett Company
1286	1) Travel Bureau 2) Walter Diethelm+Jürg Grüninger (Switzerland)	1319	1) Pharmaceuticals 2) Ivan Chermayeff+Thomas Geismar (USA) 3) CIBA
1287	1) Industrial Design Studio 2) Ludvik Feller (Czechoslovakia) 1965 3) Soutez o Dokonaly Vyrobek	1320	2) Hans Gaensslen (Germany)
1288	1) Instrument Maker 2) Eckstein-Stone, Inc. (USA) 3) Dusal Instrument	1321	1) Business Machine Manufacturer 2) Tokyo Yarakasu Kan (Japan) 1961 3) Copiya
1289	1) Council for Higher Education 2) Primo Angeri (USA) 3) California Council for Higher Education	1322	1) Work for Graduation Exhibition 3) Asagaya Art School
1290	1) Highway and Street Planning Office 2) R. Nelson+W. Bartch & Associates (USA) 3) George W. Barton & Associates	1323	2) Werner Rinke (Germany)
1291	1) Trading Company 2) Gerd Leufert (Venezuela) 3) Ximenez Hnos	1324	2) Hans Neuburg (Switzerland) 3) Jean Oertli
1292	1) Trading Company 2) Marcel Wyss (Switzerland) 3) Steiner	1325	1) Freight Forwarder 2) Olof Eriksson (Finland) 3) Finlands Biloch Transportarbetarnas Föbund
1293	1) Elevator Manufacturer 2) Howard York (USA) 1970 3) National Elevator Cab & Door Corp.	1326	2) Roberg Sessler (Switzerland)
1294	1) Trade Promotion Office 2) Roger-Virgil Geiser (Switzerland)	1327	2) Frank Wagner (USA) 3) Project
1295	1) Travel Bureau 2) Michel Olyff (Belgium) 3) Organisation de Voyages	1328	2) Roberg Carbonnelle (Belgium) 3) Jacquet
1296	1) Bus Company 2) Malcolm Gear (USA) 3) Short Line Bus Co.	1329	1) Electronics Materials 2) Jacques Nathan-Garamond (France)
1297	2) Günther Murr (Germany)	1330	Information not available
1298	2) Herbert W. Kapitzki (Germany) 3) Regional Trade Office of Baden-württemberg	1331	1) Chemical Industry
1299	1) Furniture 2) Jacques Nathan-Garamond (France) 3) Wagner (Paris)	1332	Information not available
1300	1) Salt Manufacturer 2) Ferdi Afflerbach (Switzerland) 3) Vereinigte Schweizerische Rheinsalinen	1333	1) Railroad 2) Josef Slobosz (Poland) 3) Poland Railroad
1301	1) Airfreight Forwarders 2) Richard Geiger+Signa Ltd. (Ireland) 3) Aerlod Teoranta	1334	1) Telephone Company 2) Ernst Roch (Canada) 3) The New Brunswick Telephone Co.
1302	3) International Council of Foods Distribution	1335	1) Social Services 2) Eugen and Max Lenz (Switzerland) 3) Büro für Werbung, Organisation und Sozial Probleme (Zurich)
1303	1) Tool Manufacturer 2) Hans Neuburg (Switzerland)	1336	2) Rosmarie Tissi+Atelier S. Odermatt (Switzerland) 3) Sonja Henie-Niels Onstad Foundations (Norway)
1304	1) Design Studio 2) Pino Tovaglia (Italy) 1970 3) Associazione Per il Disegno Industriale	1337	1) Electrical Contractors 2) Larr Klein (USA)
1305	1) Export Council 2) Negus Sharland (Great Britain) 3) British National Export Council	1338	2) H. P. Doebele (Germany) 3) Stitching Rijnmond-Nordzeekanaal
1306	1) Box Manufacturer 2) Cook & Shanosky (USA) 3) Rite Box Manufacturing Co.	1339	1) Freight Forwarders 2) David Coleman (USA) 1969 3) International Freight Forwarders
1307	1) Travel Bureau 2) Kurt Wirth (Switzerland) 3) Swiss Travel Bureau	1340	1) International Mark for Park and Horse-riding Path
1308	1) Industry 2) Walter Sauer (Germany)	1341	2) Rudolf Bircher (Switzerland)
1309	1) Bank 2) Anthony Paneth (USA) 1969 3) Roosevelt Savings Bank	1342	1) Hobby Instruction Group 2) Robert S. Gessner
1310	1) Electric Products Maker 3) Crown	1343	1) Mark Used for International Competition 3) Icograda
1311	1) Glasses (Japan)	1344	1) Service Mark (Discover America) 2) Raymond Loewy+William Snaith, Inc. (USA) 3) Airlines, railroads, hotels, motel chains and travel agents
1312	1) Architect's Office 3) Hakusuisha	1345	1) School 2) Bill Sontag (USA) 1970 3) Cincinnati Communications Institute
1313	1) Broadcasting 2) G. Dean Smith (USA) 3) American Information Radio Network	1346	1) Office Building 2) Francis R. Esteban (USA) 3) One Oliver Plaza
1314	1) International Wrapping Exhibition 2) Adolf Flückiger (Switzerland)	1347	1) Broadcasting 2) Denisu (Japan) 1965 3) Tokai TV
1315	1) Chemical Fertilizer 2) John Harrison (Great Britain) 3) Fisons Overseas Ltd.	1348	1) Broadcasting 2) Yusaku Kamekura (Japan) 3) Sendai Broadcasting
1316	2) Karol Sliwka (Poland)	1349	Information not available
1317	1) Electronic Measurement Machine Maker 2) Otsuka Design Office (Japan) 3) Hachiman Electronic Works, Ltd.	1350	1) Broadcasting 2) Tom Carnase+Roger Ferriter+Len Johnson (USA) 3) Metromedia
		1351	1) TV Broadcasting 2) Clemente Lagundimao, Jr. (USA)
		1352	1) Symbol for Exhibition (Exhibition Two) 1969 3) Creative Photography Gallery
		1353	1) 21 Century Books 3) Shufu to Seikatsu Sha
		1354	1) Golf Club 2) Kohei Miura (Japan) 1971 3) Project
		1355	2) Gonzalez Ruiz & Shakespear (Argentina)
		1356	2) 3) James C. Douglass (Switzerland)
		1357	1) Design Magazine 2) Lubalin, Smith, Cornase (USA) 3) Graphis Magazine 25th Anniversary



- 1358 3) Enfield and Edmonton Art Circle
- 1359 1) Advertising Agency 2) Lubalin, Smith, Carnase (USA) 3) Young & Rubicam
- 1360 1) Antique Dealer 2) John and Mary Condon, New York, (USA) 3) Antiques 3 Inc.
- 1361 1) Bank 3) Daisan Mutual Finance Bank
- 1362 1) Chemical Goods, Graphic Systems etc. 2) Gerald Stahl Associate (USA) 3) 3M Company
- 1363 1) Typewriters 2) Florence Bezruczyk (USA) 3) Olivetti Underwood Corp.
- 1364 1) Publisher 2) Giancarlo Iliprandi (Italy) 3) Reader's Digest
- 1365 2) 3) James C. Douglass (Switzerland)
- 1366 1) Construction Company 2) Mimmo Castellano (Italy) 3) Dioguardi
- 1367 1) Taxi Company 2) Peter Billiger (Switzerland) 3) Funk Taxi AG.
- 1368 2) 3) James C. Douglass (Switzerland)
- 1369 2) Alfred Troisi+Dino Mazzola (Italy) 1970 3) Mondadori
- 1370 1) Symbol for Special Issue of a Magazine 2) Ablam Games (Great Britain) 3) New Year Issues
- 1371 1) Symbol for Special Issue of a Magazine 2) Ablam Games (Great Britain) 3) New Year Issues
- 1372 1) Symbol for Special Issue of a Magazine 2) Ablam Games (Great Britain) 3) New Year Issues
- 1373 1) Community Center 2) Giulio Cittato (USA) 3) Jewish Community Centers of Chicago
- 1374 1) Commodity name 2) Takeshi Otaka (Japan) 1968 3) Toyo Rayon Co., Ltd.
- 1375 1) Osaka Art Festival 2) Takeshi Ohtaka (Japan) 1969 3) Mainichi Shimbun Co., Ltd.
- 1376 1) Industrial Design Societies 2) Roger Denning (Great Britain) 3) International Congress for Societies of Industrial Design
- 1377 2) 3) James C. Douglass (Switzerland)
- 1378 1) Broadcasting 2) G. Dean Smith (USA) 3) American Broadcasting Co.
- 1379 1) Title of Dance 2) Atsushi Yoshioka (Japan) 3) Tamura Setsuko Original Dance Institute
- 1380 1) New Year's Card 2) Kohei Miura (Japan) 3) Kohei Miura
- 1381 1) Furniture Exhibition 2) Aiberto Longhi (Italy) 3) 8th Exhibition of Italian Furniture
- 1382 1) Television Broadcaster 2) Yusaku Kamekura (Japan) 1958 3) Fuji TV
- 1383 1) Television Broadcaster 2) Yoshio Hayakawa (Japan) 1965 3) Kansai Telecasting Corp.
- 1384 1) Photographic Film 3) Fuji Photo Film
- 1385 1) TV Broadcaster 2) Mike Shenon+Richard Luppi (USA) 3) WOR-TV
- 1386 1) Private Symbol 2) Kyuyo Kajino (Japan) 1968 3) Kyuyo Kajino
- 1387 1) Design Studio 2) Don Shanosky (USA) 3) Graphic Directions Inc.
- 1388 2) Walter Landmann (Germany) 3) Manner und Markte
- 1389 1) Design Studio 2) Hayao Izuhara (Japan) 1970 3) Hights House
- 1390 1) Printer's Type Foundry 2) Carl Brett (Canada) 3) Howath & Smith Monotype Ltd.
- 1391 1) Design Studio 2) Tom Daly+Peter Max (USA) 3) Daly & Max Ltd.
- 1392 1) Photo Studio 2) Kohei Miura (Japan) 1971 3) Masaaki Kobayashi
- 1393 1) Printing Company 2) Norishige Sugiura (Japan) 3) Soubunsha
- 1394 1) Publisher 2) Marcello Minale+Brian Tattersfield (Great Britain) 3) Ronold Whiting & Wheaton Limited (London)
- 1395 1) Printing Company 2) Masami Sakuma (Japan) 1970 3) Futaba Printing Co., Ltd.
- 1396 2) Chermayeff & Geismar Assoc. (USA)
- 1397 1) Illustration for Advertising 3) ABC (Bern)
- 1398 2) Giulio Confalonieri (Italy) 3) Total
- 1399 2) Crawford Dunn (USA) 1971 3) Faxon
- 1400 1) Hospital 2) Gips & Danne (USA) 3) Beekman Downtown Hospital
- 1401 1) Container Manufacturer 2) Don Marvine+Latham Tyler Jensen Inc. (USA) 3) Ekco Containers Inc.
- 1402 1) Maritime Shipping 2) Marcel Wyss (Switzerland) 3) Schweizer
- 1403 2) Takashi Kono (Japan) 3) Tokamachi Weavers Association
- 1404 1) Drum Festival 2) Mark Zeugin (Switzerland)
- 1405 1) Fair 2) Robert Geisser (Switzerland) 3) Schweizer Messe für Milch und Landwirtschaft
- 1406 1) Bank 2) Willi Wermelinger+Geroldswil ZH (Switzerland) 3) Swiss Credit Bank
- 1407 1) Preventive of Tuberculosis Campaign 3) Liga zur Tuberkulose-Bekämpfung
- 1408 1) Emblem 2) Armin Hofmann (Switzerland) 1958 3) Swiss Hotelkeepers' Association
- 1409 1) Association for Relief of Seamen 2) Erwin Krubeck (Germany)
- 1410 1) Social and Charitable Institute 2) Otto Treumann (Netherlands) 3) Jewish Social and Charitable Institute
- 1411 1) Travel Bureau 2) Geoffrey Hart Associates (Great Britain) 3) Travelscene Ltd.
- 1412 1) Medical Society 2) Gunmaelius Als (Denmark) 3) Danish Association for the Prevention of Heart Diseases
- 1413 1) Radio Program 2) Katsumi Asaba (Japan) 1971 3) TBS
- 1414 1) Opera 2) Stefan Kantscheff (Bulgaria) 3) Staatliches Operettentheater Sofia
- 1415 1) Music School
- 1416 1) Folk Song Festival 2) Crosby/Fletcher/Forbes (Great Britain) 3) International Folk Song Festival
- 1417 2) Luigi Montaini+Till Neuburg (Italy) 3) Spincers Limited
- 1418 1) Consumers' Cooperative Association 3) Sweden Living Cooperation Association
- 1419 1) Furrier 2) Marcel Wyss (Switzerland) 3) Bernhard
- 1420 2) Atelier Frutiger (France) 3) Alpha+omega
- 1421 1) Hifi Equipment Maker 3) Pioneer
- 1422 1) Books 2) Roger-Virgile Geiser (Switzerland) 3) Collection de Livres
- 1423 1) Dispensary 2) Helmut Kurtz (Switzerland) 3) Apotheke Ehrensperger
- 1424 1) Hotel 2) Gérard Miedinger (Switzerland) 3) Continental Hotel
- 1425 1) Restaurant 2) Piero Fornasetti (Italy) 3) Ditta Fornasetti
- 1426 2) Davib Pelham (Great Britain)



- 1427 1) Designers Association 2) Eita Shinohara+Yasuhumi Miyake+Tadasu Fukano (Japan) 1966 3) Japan Typography Association
- 1428 1) Private Symbol 2) Makoto Wada (Japan) 1969 3) Shinichi Kusamori
- 1429 1) Design Studio 2) Shigeru Akizuki (Japan) 1967 3) Design Office Akizuki
- 1430 2) Hiromu Hara (Japan) 3) The Nihon Keizai Press
- 1431 1) Fats and Oil Mill 3) Mipon Yushi
- 1432 1) Bank 3) Yasuda Trust Bank (Japan) 1925
- 1433 3) Shiroishi Kisokoji
- 1434 1) Construction Company 3) Ohbayashigumi
- 1435 1) Electrical Products 3) Ishimal Electric Co.
- 1436 1) Art School
- 1437 1) Symbols for EXPO'70 2) Shigeo Fukuda (Japan) 1967 3) Project
- 1438 1) Insignia of Political Party 2) Hiroshi Ochi (Japan) 3) Komeito (Clean Government Party)
- 1439 1) Machinery Manufacturer 3) Komatsu
- 1440 1) Department Store 2) Hakuhodo (Japan) 1962 3) Odakyu
- 1441 1) Trading Company 2) Hideyuki Oka (Japan) 3) Osawa Shokai, Ltd.
- 1442 1) Spinning Company 3) Daiwa Spinning Co., Ltd.
- 1443 1) Publisher 3) Shokokusha
- 1444 1) Prefecture Symbol 3) Iwate Prefecture
- 1445 1) Wedding Hall 2) Masayoshi Matsushima (Japan) 1967 3) Juhoden
- 1446 1) Restaurant 2) Takashi Kono (Japan) 3) Fukuoka Fugetsudo
- 1447 1) Paper Manufacturer 3) Takeo Paper Co., Ltd.
- 1448 1) Art School 3) Suidobata Art School
- 1449 1) Magazine 2) Yasaburo Kuwayama (Japan) 1964 3) Kyoku Group
- 1450 1) Retail Store 2) Yoshio Hayakawa+Takao Yamada (Japan) 1966 3) Mon
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- (While every attempt was made to insure that this index would be free of errors, some discrepancies are felt to be inevitable. If any errors have accidentally occurred, they will be corrected in subsequent editions, provided notification is sent to the publisher.)



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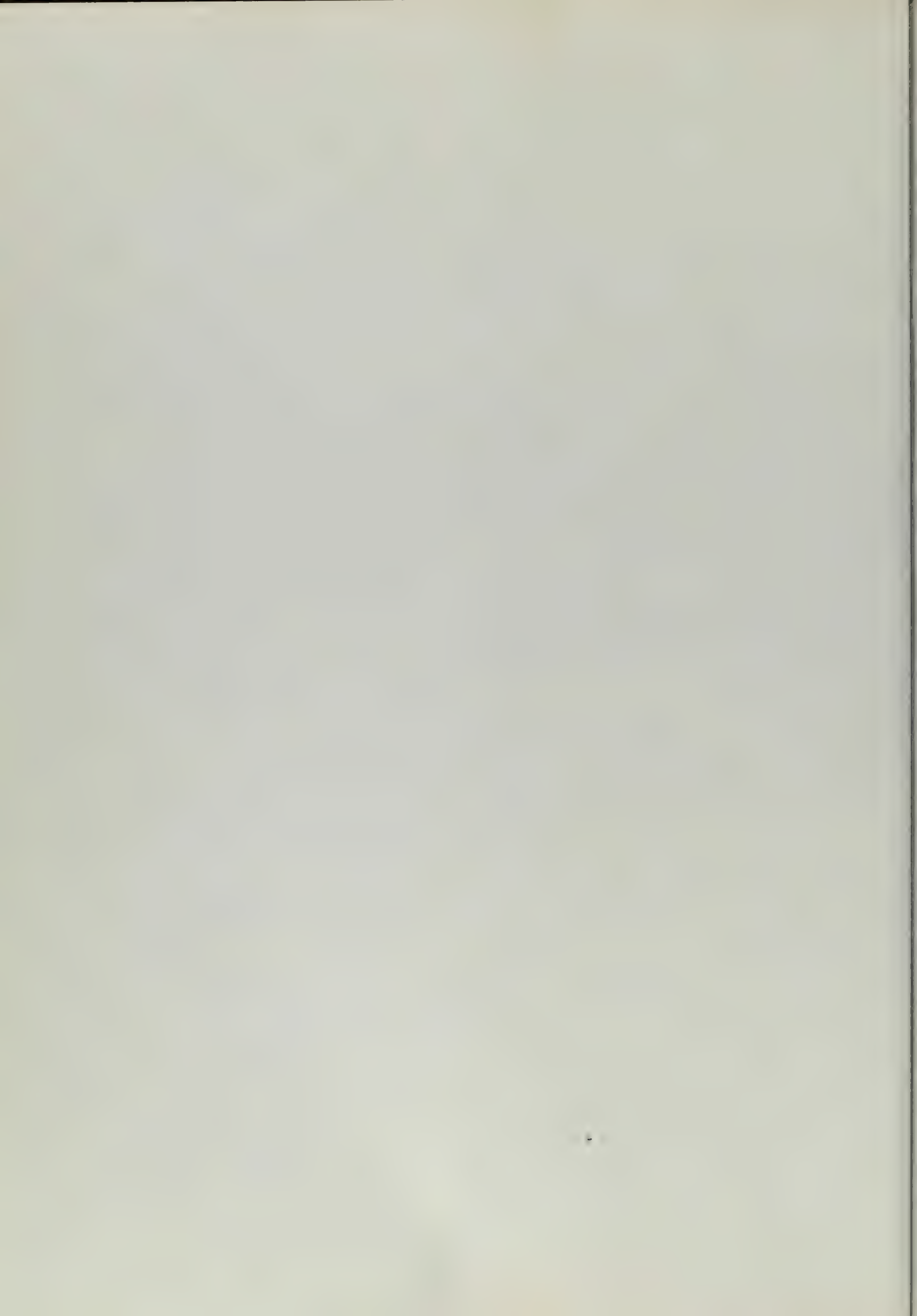
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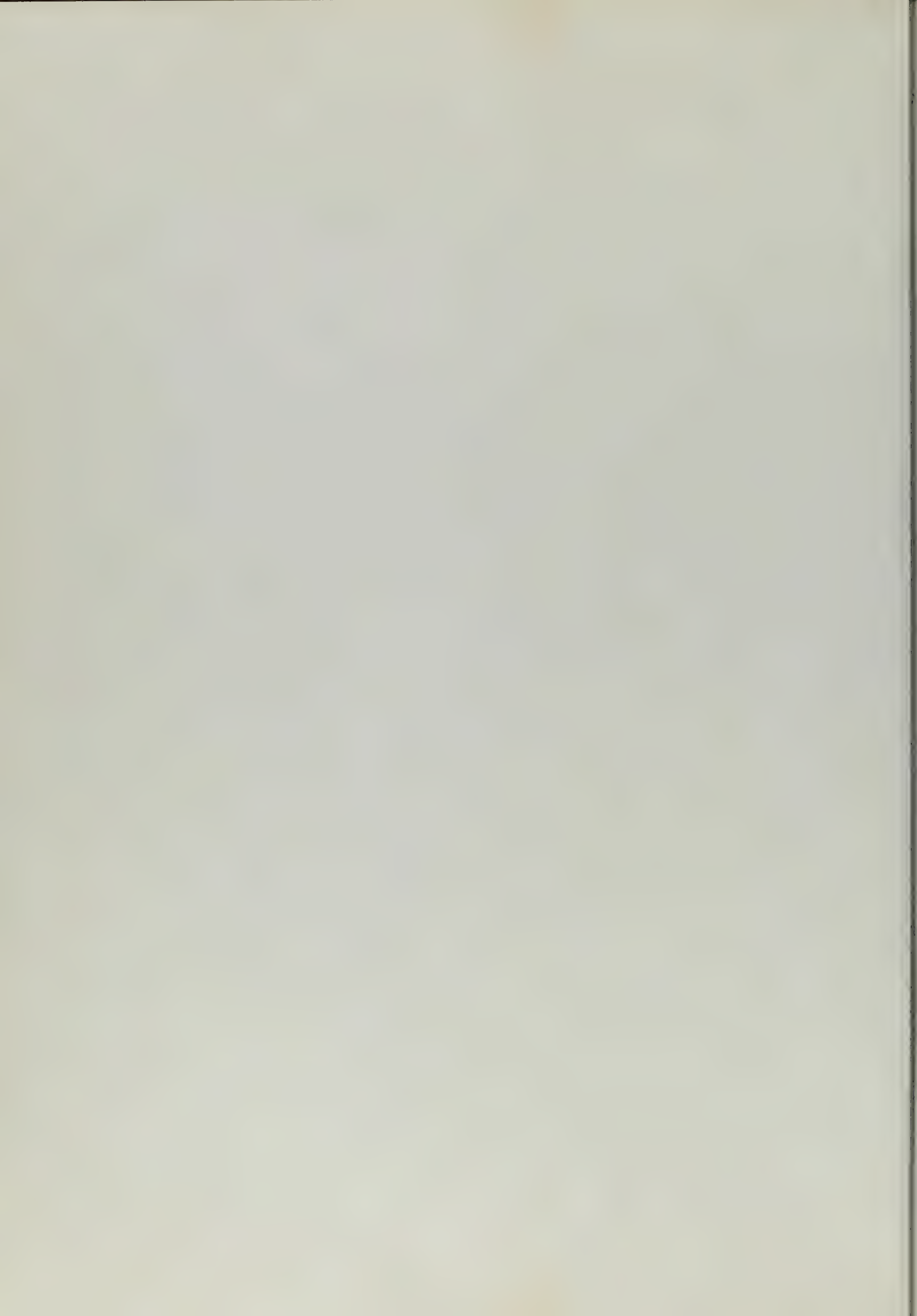






























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